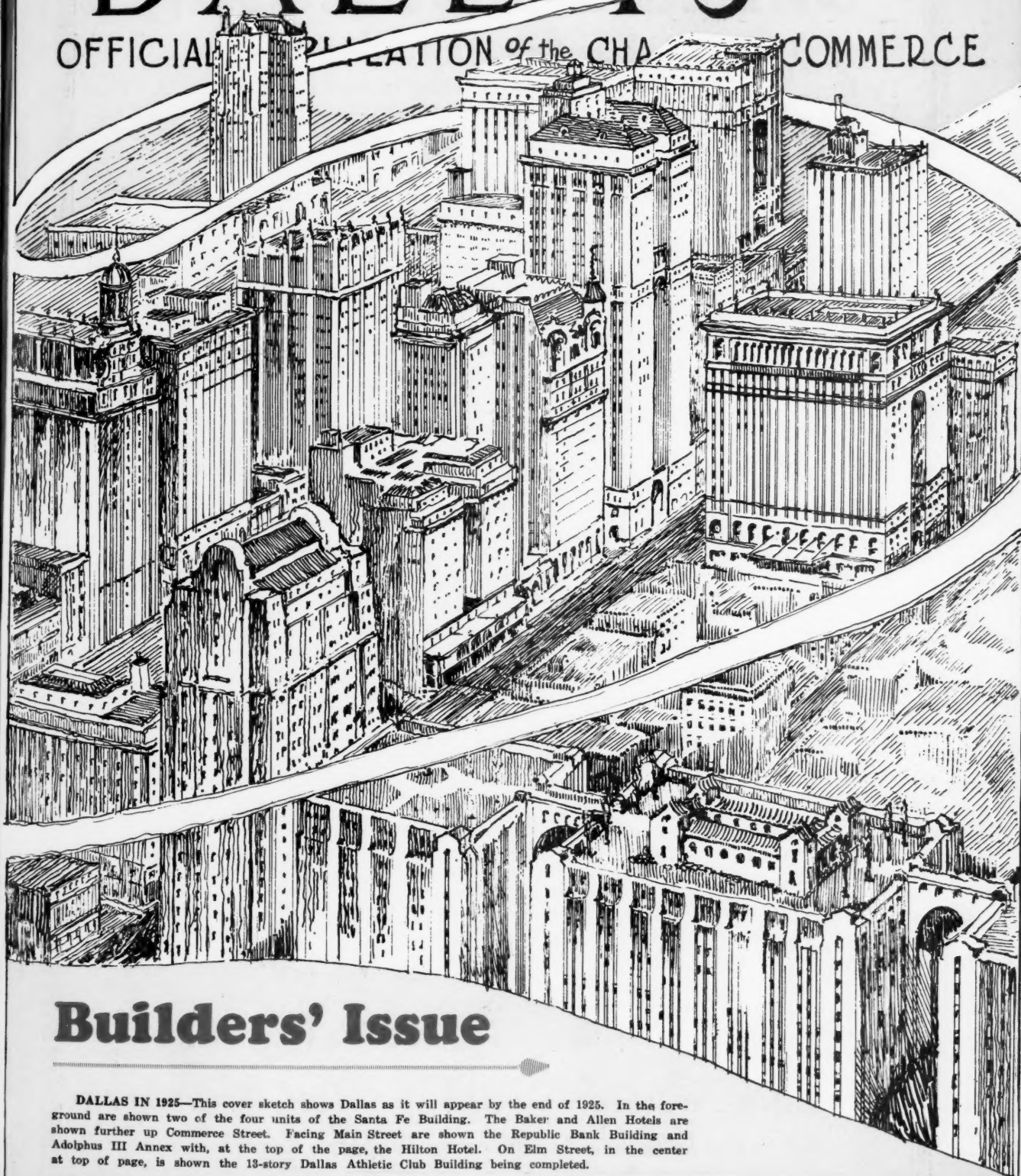


# DALLAS

OFFICIAL PUBLICATION of the CHAMBER OF COMMERCE



## Builders' Issue

**DALLAS IN 1925**—This cover sketch shows Dallas as it will appear by the end of 1925. In the foreground are shown two of the four units of the Santa Fe Building. The Baker and Allen Hotels are shown further up Commerce Street. Facing Main Street are shown the Republic Bank Building and Adolphus III Annex with, at the top of the page, the Hilton Hotel. On Elm Street, in the center at top of page, is shown the 13-story Dallas Athletic Club Building being completed.

# Santa Fe Building

*The Best Known Business Address in Dallas*

The First and Second Units of this group of buildings are very nearly completed. The Third and Fourth Units are in the course of construction. The convenience and accessibility of the Santa Fe Building to the out-of-town buyers, make it the logical location for practically every line of merchandise distribution. It is not necessary for the visitor to the city to waste time looking for various street numbers. When you are located in the Santa Fe Building, your address is established.

*Firms who are erecting this building:*

LLOYD R. WHITSON, E. M.

F. COWDEROI DALE, A. R. I. D. A.  
*Architects*

R. F. TAYLOR, M. E.  
*Engineers*

WATSON CO.  
*Builders*

VILBIG BROS.  
*Excavating Contract*

AUSTIN BROS., INC.,  
*Steel*

MANETT, SEASTRUNK & BUCKNER  
*Wiring, Fans and Fixtures*

MAXSON & BELT  
*Casualty Insurance*

BURTON LUMBER CORP.  
*Lumber and Cement*



TERMINAL BUILDING CORPORATION OF DALLAS

*For Inspection Appointments Telephone X-5067*

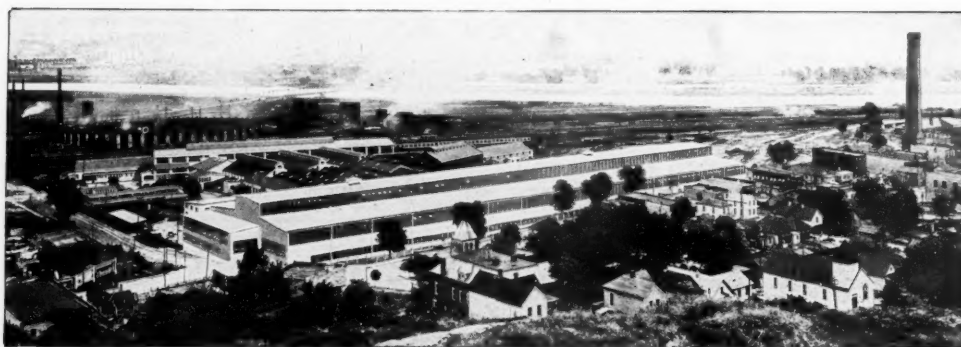
# M. M. MAYFIELD

## LUMBER

*Elm Street and T. & P. Ry.*

PHONES:    H-2171    H-2172    H-2173

*"Write for Our Catalog"*



### THE LARGEST AND MOST MODERN STEEL PLANT IN THE WEST

This modern, up-to-date plant located in Kansas City, backed by a warehouse stock of 10,000 tons and a fabricating capacity of 5,000 tons per month, assures immediate delivery to all Texas points.

## KANSAS CITY STRUCTURAL STEEL CO.

KANSAS CITY, U. S. A.

Branch Office

DALLAS, TEXAS

616 Magnolia Building

### SOME DALLAS "MONUMENTS" of ACME BRICK

Interurban Terminal  
Santa Fe Buildings  
Adolphus Hotel  
Baker Hotel  
Jefferson Hotel  
Dallas Athletic Club  
University Club  
Parkland Hospital  
St. Paul's Sanitarium  
New First Methodist Church  
East Dallas Presbyterian Church  
Tyler St. Methodist Church  
Oak Cliff First Baptist Church  
Oak Cliff Methodist Church  
Forest Avenue High School  
North Dallas High School  
Oak Cliff High School  
Southland Life Building  
Butler Bros.  
Sears-Roebuck & Co.  
New Ford Plant

### VALUE

Not alone by price is the value of ACME BRICK determined. ACME quality that will build better and more beautifully, and immense capacity for quick deliveries of any quantity are factors that should be taken seriously into consideration.

### ACME BRICK CO.

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Offices and Display Rooms Throughout the South

Own and Operate Plants At:

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### OFFICES AND DISPLAYS

Dallas  
Ft. Worth  
Waco  
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San Antonio  
Amarillo  
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New Orleans  
Ft. Smith  
Little Rock  
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**BUILD for the CENTURIES with ACME BRICK**

*Everlastingly Beautiful*

Largest Manufacturers and Distributors of Face Brick West of the Mississippi River



## W. L. MACATEE & SONS **Building Materials**

DALLAS

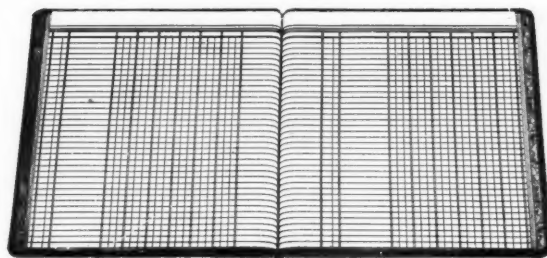
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In addition to the ordinary requirements of the building industry, we specialize in solving waterproofing and dampproofing problems. Can we be of service to you?



OUR  
LOOSE LEAF DEPARTMENT  
CONTAINS OVER  
400 STOCK FORMS  
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A COMPLETE LINE of COLUMNAR BOOKS and PADS

*"Every Office Need Supplied"*

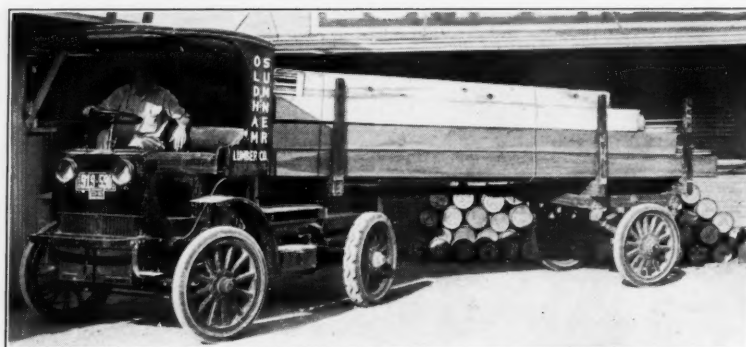
**Simpson-Whiteman Co.**

X-3957

1521-23 Commerce Street

X-7358

## Autocar Tractor Unit Easily Hauls Lumber Loads in Cramped Places



Autocar tractor unit owned by the Oldham & Sumner Lumber Co., of Dallas

Mr. Ben F. Sumner, President of the Oldham & Sumner Lumber Co., recently wrote the Autocar Direct Factory Branch in Dallas as follows:

"This is to state that we made a very careful investigation before purchasing one of your Autocar trucks. Your customers were so well pleased and satisfied that we concluded the Autocar truck was the one best suited for our work.

"While we have not had our truck for any great length of time we wish to thank you for the splendid co-operation your service department has rendered at all times. We consider your weekly lubrication and inspection a very valuable feature, and this should be the means of securing very long life for our Autocar truck."

### Autocar Sales and Service Company of Texas

2701 Main Street, Dallas

Robert R. Harper, Manager Telephone Y-1529

Direct Factory Branch of the Autocar Company, Ardmore, Pa., Established 1897  
Branches in 46 Cities

SEND WITH YOUR LETTERHEAD

THE AUTOCAR COMPANY

Box 2253, Ardmore, Pa.

Without obligation, please give me more information regarding economies resulting from combined use of gas and electric trucks.

# Autocar

gas and electric trucks  
EITHER OR BOTH - AS YOUR WORK REQUIRES.



# DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 3

NOVEMBER, 1924

No. 11

## Dallas, Leading Market for Building Materials

**D**ALLAS, from every standpoint, is the largest market in the Southwest for building materials. A recent survey, the results of which are given in this article, show that materials are distributed to almost every point in the Southwest, and many of the towering skyscrapers of our Texas cities bear witness to the completeness of this market.

Reflecting the mammoth building program of Dallas and the Southwest and the marked activity in highway construction, water reservoir work and other kindred activity, Dallas' distribution of building materials the past twelve months is in excess of \$100,000,000. There follows a brief summary of some of the leading lines.

### A Paint and Glass Center

**I**N July, 1919, the DALLAS NEWS said, with reference to paint: "The growing business of Dallas will in time force big Northern manufacturers to place more distributing branches and factories here." How well this has been borne out is shown by the fact that nearly every national manufacturer is represented in Dallas, and the local manufacturing industry has assumed well-developed proportions. The total business for the year will exceed, according to dealers, \$13,000,000. This includes paints, varnishes, glass, wall paper, paste and sundries. According to the estimate of the Dallas Paint, Oil and Varnish Club, the paint business alone represents \$6,000,000 of this total, and Dallas manufactures in excess of 20% of this amount.

There are four large factories in this city, manufacturing almost every kind of paint, varnish, enamel and stains.

Over one-half million dollars will flow through Dallas trade channels from the salaries paid the employees of the 16 large concerns in this general field located here.

### Dallas—State's Greatest Brick Market

Practically all common brick used in Texas is manufactured in this State and also a large majority of the face brick. The third largest brick concern in the United States is located in Texas and will this year produce 100,000,000 face brick. Deal-

ers claim that this city has the best equipped show rooms in the State and that large numbers of buyers come to this market each year to place their orders for brick. The merchandising of a great percentage of the brick used in Texas is concentrated in this city. Texas will consume this year in the neighborhood of \$5,500,000 worth of brick and the twenty-two kilns located within 75 miles of Dallas will produce about 80% of the common brick and 40% of the face brick. There are seven large concerns in this city handling this line. In addition, Dallas consumes or distributes approximately \$500,000 of interlocking tile and 75% of the terra cotta used in Texas.

### The Sheet Metal Industry

**I**T is estimated that over \$500,000 worth of sheet metal work has been done in Dallas during the past ten months by the concerns handling roofing, guttering, pipes, skylights, ventilators, etc. Dallas is the leading jobbing center of Texas for sheet

metal products. The eight wholesale houses which carry stocks of galvanized flat sheets, corrugated iron, copper, zinc, lead, rivets, metal ceiling, tinners' tools and supplies will do approximately \$3,500,000 worth of business this year. Some of the material is made into culverts and tanks and shipped to New Mexico, Oklahoma and every county in Texas.

### Lumber Distribution Here

**T**HERE are 45 retail lumber yards here, doing an annual business of more than \$12,000,000. Some of this business goes out of the city. There are also located in this city a great number of offices representing the headquarters of lumber companies or the distributing offices for lumber mills. There are seven concerns alone, with headquarters here, having a total of 91 yards throughout the State and doing a business estimated at \$24,000,000. To this total must be added \$9,000,000, as the business represented by other offices and concerns operating throughout the State. As most of the business is cleared through Dallas banks, it would make the grand total of the lumber business handled through Dallas \$46,000,000, as against \$30,000,000 in 1919. This includes cement, nails, roofing, etc., handled by lumber yards. Dallas is, without doubt, one of the largest lumber centers in the Southwest.

### State's Largest Cement Producer

**M**ORE than 10,000 barrels of Portland cement, with a market value of about \$25,000, is the daily contribution of the Portland cement industry to the manufacturing business of Dallas. The bulk of this production is required in carrying on building construction in Dallas and other towns and cities of Texas. In the manufacture of this material, Dallas leads the Southwest and has two of the largest plants in this State. This industry has grown to its enormous proportions, due to the fact that all basic materials are available in and near Dallas.

### Dallas Leads In Many Lines

**A** CONSERVATIVE and accurate estimate places the wholesale plumbing business of Dallas this year at \$5,000,000. There are four large

(Continued on page 16)

### Cover Design By David R. Williams

The Chamber of Commerce is glad to have, as the front cover of this issue, a drawing by David R. Williams, an architect who has lately come to our city. The drawing shows Dallas as it will appear upon the completion of the new buildings now in course of construction.

Mr. Williams has had a colorful career since his graduation from the University of Texas. He spent two years among the revolutions of Central America, and four years at Tampico, Mexico, where he supervised the construction work of the British Admiralty, Royal Dutch Shell interests and the Standard Oil Company. His work included plans for office buildings, hospitals, schools, banks, residences, and two complete villages. From Tampico he went to France, Italy and Spain to study the architecture of those countries, returning to Texas and Dallas in the fall of 1923. Since his return, Mr. Williams has been the architect for several fine buildings in this city. He specializes in Italian and Spanish styles, as he believes that they are best suited, historically and climatically, to this section.

## Construction, Balance Wheel of All Industry

By LOUIS W. HICKEY, President of Dallas Chapter, Associated General Contractors of America



CONSTRUCTION is the balance wheel of American industry. This thesis, first stated by Mr. Herbert Hoover, is supported by most recognized authorities in economic thought. More specifically, these authorities are generally agreed that the effects of the depression of 1921 were prevented from becoming cataclysmic only through the comparatively steady activity in construction operations during that period.

After the individual's prime needs of water, food, and clothing have been satisfied, comes the need of shelter. What the operation of housing is to the individual or to the domestic unit, construction is to the industrial unit—construction not only of the immediate factory, warehouse, or office, but also of the complementary facilities without which factory, warehouse, and office would be idle or empty; namely, reservoirs for potable and industrial water, sewage disposal plants, water-power development, high tension power lines and distribution stations, railroads and railroad equipment, highway systems and bridges, docks, tidewater terminals and machinery, and river and harbor improvements. All such construction precedes, and is warranted by the clear intent to develop, industry.

It has occasionally been asserted that construction is essentially a subsequent to commercial activity, rather than an antecedent. This theory, however, can be easily demonstrated as untenable, upon consideration, for example, of the economic culture in the western two-thirds of the Union through the tremendous railroad construction dreamed and executed by James J. Hill; and, locally, by studying the circumstances surrounding the tidewater improvements at Corpus Christi and Houston and in the Sabine district, and the building of Garza dam, the Santa Fe Terminal group, and the Denton interurban. All such work is based upon the desire to develop future business.

The value of construction in the United States for 1923 exceeded \$7,000,000,000; the number of people directly dependent upon the industry, together with those engaged in the contingent production of materials, tools and equipment, mounts above thirteen millions. Excepting agriculture, construction is the greatest American industry; and activity in its field bears a very close relation to general industrial conditions, for it affects the production of lumber, cement, iron and steel, brick, sand, gravel, stone, lime, hardware, paint, glass, electrical and sanitary equipment, furniture, textiles, and a variety of other materials. It correspond-

ingly affects, in a mediate way, power consumption, transportation, realty values, and banking.

### Dallas' Building Rank

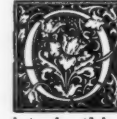
MOST men are acquainted, if not familiar, with the monthly Bradstreet chart in the "Nation's Business," which gives a concise report of general business conditions throughout the country. Dallas, with the Dallas district, has been for thirteen months a "white spot"—that is, reports have shown that this district has enjoyed good business, as distinguished from fair or poor business. Los Angeles, the only American city in which the per capita volume of building exceeds that of Dallas, has not such a clear business record; during one period the Los Angeles condition was reported as being only fair. It is perhaps only just to state that the temporary recession in Southern California was probably the result of embarrassment caused by the presence of cattle disease, similar to that which threatened South Texas until prompt, competent, and stringent action checked the disease there in its incipency. Dallas and Los Angeles, the two outstanding districts with respect to per capita building, are also the two consistent "white spots" with respect to commercial status. Here the close relation between construction and general business conditions, referred to above, is readily seen; for while construction promotes and leads to industry, it also continues to progress with industry, and to derive the benefits arising out of industry once established.

The condition of any institution or community is simply a composite of the conditions surrounding the individuals in the community, as the individual is the basic unit of study. This is probably the fact that con-

(Continued on page 22)

## What Associated General Contractors Purpose

By FRANK N. WATSON, Executive Secretary Dallas Chapter, Associated General Contractors of America.

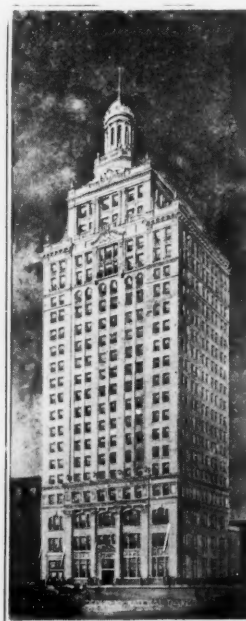


What interest to the business man of Dallas is the fact that an active local chapter of the Associated General Contractors of America exists in this city? An answer to that question requires, first, an appraisal of construction as a factor in the general prosperity of our city and, second, an estimate of the effect of such organization upon that factor.

A complete analysis of the effect of construction on general prosperity is contained in another article in this issue. Suffice to say here that construction, as a basic element of prosperity, has been most forcibly demonstrated in Dallas during the past five years. The one hundred million dollars invested in new construction in this city during that period has been the largest single element of our progress. It has vitally affected the welfare of every individual in the community.

To estimate the effect of a trade association, such as the Associated General Contractors on the local construction industry, we must solve the true function of such an organization itself.

"I believe that we are, almost unnoticed, in the midst of a great revolution—or perhaps a better word, a transformation—in the whole super-organization of our economic life. We are passing from a period of ex-



New Republic Bank Building at left; new Santa Fe Terminal at right.

tremely individualistic action into a period of associational activities."

These words, coming from no less an authority than Herbert Hoover, Secretary of Commerce and leading exponent of modern business, are truly prophetic of what is now going on and what may be expected in the moral and economic development of modern industry under proper associational organization.

#### Evolution of Trade Bodies

**F**UNCTIONAL evolution of trade associations during these few years since the war has been amazingly rapid. From the old idea of trade combinations, which merely operated as millstones for grinding competitors, to the modern trade association idea of co-operation for ethical self-regulation and economic discipline is a far cry, yet that exact development has taken place.

Intelligent self-interest, which sees and seeks the welfare of the individual in the greater good to all, has replaced the false idea of selfish betterment at the expense of the other fellow.

The whole policy is embodied in two fundamental principles which, again quoting Secretary Hoover, are best expressed as follows:

"The problem of business ethics as a prevention of abuse is of two categories: those where the standard must be one of individual moral perceptions, and those where we must have a determination of standards of conduct for a whole group in order that there may be a basis for ethics.

"The second field, and the one which I am primarily discussing, is the great area of indirect economic wrong and unethical practices that spring up under the pressure of competition and habit. There is also the great field of economic waste through destructive competition, through strikes, booms and slumps, unemployment, through failure of our different industries to synchronize and a hundred other

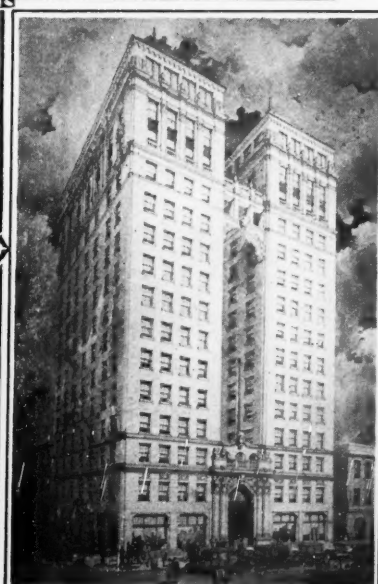
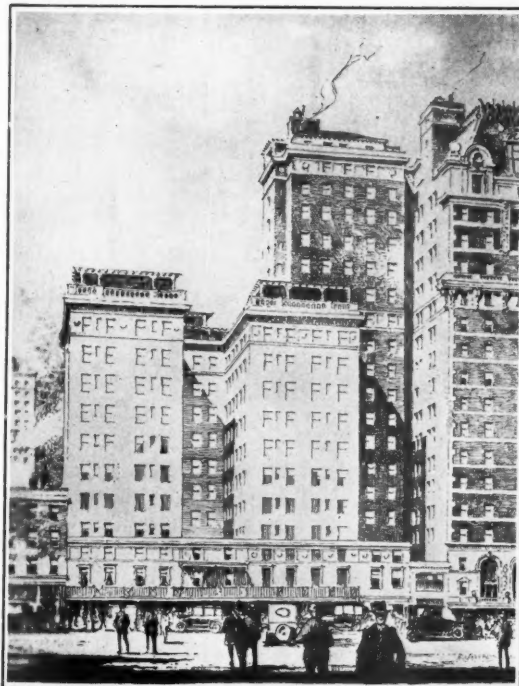
(Continued on page 18)

## SOME NEW DALLAS HOTELS

22-story Adolphus addition shown in center of picture at right.

Maple Terrace in center.

Bottom row, left to right:  
Allen Hotel, Baker Hotel,  
Hilton Hotel.



## Looking Back on Early Dallas Constructors

By GEORGE WATSON, of The Watson Co.

**T**HE construction industry has always attracted men of courage and fighting spirit—the hazards inherent in building operations afford an irresistible lure to men of that type. To take the drawings and specifications of an architect and fashion the completed structure as visualized by the designer will always be a real man's work. Certainly it is not financial profit alone that makes a constructor risk his credit and reputation on a construction operation which may cover a year or more in time, with all the vicissitudes—rising prices, transportation shortage, labor trouble, bad weather, unexpected conditions, misunderstandings, changing plans, accidents and disasters—which the job may encounter.

So, looking back over the years, there is an inescapable touch of romance attached to the construction history of Dallas and the various constructors who played prominent parts. Such names as Robert James, Paul Jamison, Alex Brownlee, C. A. Gill, J. E. Boyer, Pat Butler, Tom Morris, Sam Carruthers, John Beatty, McIntosh & Morrison, Joseph Sullivan, T. G. O'Reilly, N. K. Wright, Sonnefield & Emmins, S. R. Nelson, Jack Johnson, Alex Watson, Tom Beggs, J. W. Slaughter, Lou Wright, Theodore Beilhartz and Dave McCord, Senior,

come to mind. These men, without the assistance of modern mechanical equipment and working under methods of engineering practice now considered obsolete, erected buildings that still serve their owners.

From the days of 1880, when the visitor to Dallas was invariably pointed to the Grand Windsor Hotel, down to the days of 1924, when high-speed passenger elevators carry the city's visitors to the wind-swept roof of the Magnolia Building, the Dallas skyline has been an ever-changing symbol of our progress and a monument to the many constructors who have contributed to it.

In its day the Grand Windsor Hotel, constructed by Alex Brownlee, was a notable example of building construction. Mr. Brownlee also built the old Opera House, the Schneider residence, the Blankenship and Blake buildings on Elm Street and started the present Postoffice. Early residents will recall these structures which helped compose the Dallas skyline of those days.

The early eighties also saw the erection of the old Board of Trade building at the corner of Lamar and Commerce. Joseph Sullivan and T. G. O'Reilly, operating as partners, were constructors. During that same period Sam Carruthers constructed the Knefly building. This was an epoch-making feat of construction, since a box steel girder was used across the front in order to give a clear span—the first steel girder of its kind to come into the State of Texas. Comparing that girder with the steel frame of the Republic Bank Building, now under construction, brings a smile, but in its day the Knefly Building girder was just as much a source of pride.

Pedestrians on Main Street in 1885 no doubt stopped to look, as they do in this day, at the North Texas National Bank Building, then under construction by S. R. Nelson. It was the highest building in Texas at that time—an 1885 skyscraper. The Guild Building on Elm, a part of which is now occupied by Fakes Furniture Company, came shortly after. Sonnefield & Emmins were the constructors on this 6-story building, which is still serving its owners after some forty years.

In 1890, passengers "up Main and down Elm" on the mule-drawn street cars, saw the recently completed Cockrell Building, the Oram Building, now occupied by W. A. Green & Company and, of course, the magnificent Oriental Hotel, then being completed by a construction firm from St. Louis. Foot by foot the Dallas skyline was creeping up toward the clouds. Passenger elevators and improved construction methods were beginning to work toward their present results.

The Linz Building, constructed by Theodore Beilhartz in 1896, marked the beginning of Dallas as we know it today. It was the first fireproof building in Texas, designed of structural steel and representing the last word in engineering and construction practice of that day. The Juanita Building, now known as the Deere Building, was constructed by F. L. Stevenson about this time, Mr. Stevenson having proven his ability by the erection of the Trust Building shortly before.

After 1900, building construction in the downtown area swung into its stride. The Wilson Building, constructed by Alex Watson, founder of the Watson Company, began this era. Other well known landmarks of that time were the Sanger Building and the Cotton Belt passenger and freight depot at Lamar and Commerce, constructed by Hughes-O'Rourke Construction Company.

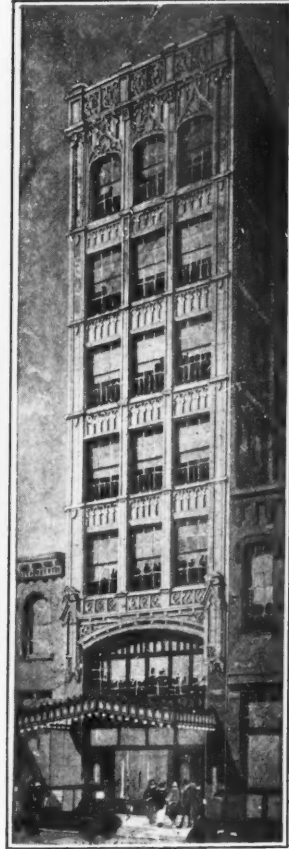
The Andrews Building was constructed by Hughes & O'Rourke in 1904-5 and in 1907 this firm undertook the erection of the first real skyscraper in Texas, the Praetorian Building. The Southland Hotel Building was also under construction with such constructors as Vilbig Brothers, Kinyon & Stevenson, Hughes & O'Rourke, etc., participating in its erection.

From that time on down to the present day, the Dallas skyline has been rapidly attaining its far-famed proportions. The Southwestern Life Building, constructed by the American Construction Company of Houston; the Kirby Building and Adolphus Hotel, erected by the Gilsonite Construction Company, constructors of the more recent Melrose Court, Mercantile Bank Building and the new Baker Hotel; the American Exchange Bank Building, constructed by Hughes & O'Rourke; the Southland Life and Interurban Buildings, by Fred A. Jones; the Magnolia Building, by a

(Continued on page 25)



Recently completed home of the Worsham Buick Company, Pacific Avenue and Olive Street. J. M. Worsham is president of the company. C. H. Griesenbeck was the architect and the Inge Construction Company the contractor for the splendid building, which is owned by Wirt Davis.



Some new Dallas construction. Top row, left: \$1,250,000 Ford plant under way; right, Dallas Athletic Club. Center row, left: Lone Star Gas Company; right, Sanger Building. Bottom row, left: Western Electric Company; right, M.-K.-T. Building; extreme right, A. Harris & Co. addition.

## Highlights in Building Record of Past Year

**I**MPRESSIVENESS of the Dallas skyline, ranked as one of the most imposing in the world, with its more than 100 buildings from 5 to 29 stories in height, will be augmented more by the stupendous construction record of 1924 than it has been by that of any preceding year. The diversity of the new projects reflects the healthy, well-rounded character of the city's commercial and industrial development.

New factories, it is believed, will be one of the biggest items in future construction, as a marked increase in manufacturing in Dallas appears as certain as fate. The \$1,000,000 Dallas Textile Mills was completed and placed in operation the first of the year. The \$1,000,000 addition to the Brown Cracker & Candy Company is another project completed this year. The largest new factory started this year is the \$1,250,000 assembling plant of the Ford Motor Company. Big additions to the plants of the Silvers Box Factory and the Oak Cliff

Planing Mill were among other industrial activities.

The year has seen the beginning and rapid progress of work on the \$5,000,000 Santa Fe Terminal Building, which is one of the largest construction projects under way in the world today. With its 31 acres of floor space it will provide warehouse and office quarters for hundreds of concerns. The big Katy Railroad warehouse, seven stories with 171,000 square feet of floor space, is another large warehouse structure. It is under lease by the Interstate Forwarding Company.

### Hotel Building Program

**T**HE biggest construction activity the past year has been in the matter of hotels. The various ones have been described in detail in this magazine and several are shown in pictures in this issue. Melrose Court has been completed this year at a cost of about \$2,000,000; Maple Terrace is a \$1,000,000 apartment hotel under construction; the 18-story, 700-room Baker Hotel is under construction, as well as the 14-story, 300-room Hilton Hotel; contract is to be let at once for the 22-story, 300-room addition to the Adolphus, and contract has been let for the 18-story, 350-room Allen Hotel.

The largest office structure under way is the 20-story Republic Bank

Building. One-half of the first unit of the Santa Fe Building is 20 stories and will be used as offices. Among other large buildings completed or started this year are: new home of the Worsham-Buick Company; 8-story Thomas Building; 7-story addition of A. Harris & Co.; General Motors Truck Company; Southwestern Bell Telephone Company's warehouse and garage; Sanger Bros.' new mercantile building on Commerce Street; Lone Star Gas Company's new 4-story home; Odd Fellows' Building; 13-story Dallas Athletic Club nearing completion.

### Extensive Church Construction

**T**HE school and church building program the past year has been of major importance. It includes the new \$500,000 Sunset High School, several additions are new ward schools, Kirby Hall and other new buildings at Southern Methodist University, the new buildings of the First Methodist Church, South, and the First Baptist Church, and various other church additions or new buildings. The church building program this year alone is in the neighborhood of \$3,000,000.

Residence and apartment construction has continued this year unabated. The total should easily be as great as that of last year, when \$12,650,000 worth of residences and smaller apartments were erected.

## Dallas Building Tops Record of Last Year

**B**UILDING permits in Dallas for the month of October totaled \$2,769,282, bringing the total for the first ten months of the year to \$24,415,236. This is nearly \$3,500,000 ahead of the total for all of last year, which was the biggest building year in Dallas' history. This brings the total of Dallas' building permits since construction restrictions were removed following the war, to more than \$109,000,000. There are not more than 20 cities in the United States that can show a greater total for the period, whereas Dallas, according to the 1920 Federal census, ranked only 42nd in population.

According to City Building Inspector Hayden, Dallas ranked second among the larger cities of the Nation in building per capita for the month of September, and while complete figures are not available yet, it is believed Dallas held the same rank in October. Dallas' per capita construction for September was \$15.55, against \$22.69 for Los Angeles, the leader.

Figures published by S. W. Straus & Co., Chicago, show that for the first nine months of this year, Dallas ranked 21st in the Nation in total building permits. It had a higher total than such cities as Cincinnati,

Denver, Providence, Louisville, Kansas City, New Orleans, Minneapolis, Jersey City, Toledo, Columbus, St. Paul, Akron, Atlanta, Omaha, Worcester, Birmingham, Syracuse, Richmond, New Haven, Memphis and San Antonio, all shown to be larger than Dallas by the 1920 census.

### Dallas Building Record Since 1905

Following is a table showing Dallas building permits by years, beginning with 1905:

Year	Value
1905	\$ 2,988,504
1906	3,181,274
1907	2,843,470
1908	2,306,098
1909	3,393,683
1910	3,196,030
1911	5,423,369
1912	4,969,638
1913	8,481,580
1914	5,544,597
1915	3,422,512
1916	4,193,284
1917	3,505,139
1918	1,667,730
1919	14,295,520
1920	13,755,219
1921	15,000,206
1922	20,622,000
1923	20,988,469
1924 (first 10 mo.)	24,415,236

### \$1,500,000 Hotel Permit

**T**HE largest permit granted last month was one for \$1,500,000, to apply on the construction of the new 18-story Baker Hotel. The Gilsonite Contracting Company has the contract for the structure. It will be of brick and reinforced concrete. T. B. Baker, the owner, owns or operates hotels also in Fort Worth, San Antonio and Austin.

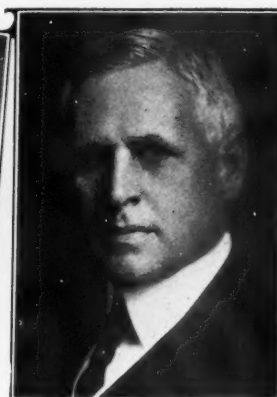
Bids were received the first of the month by the Dallas Hotel Company for the 22-story, 300-room addition to the Adolphus Hotel. Fred Ophuls of New York, construction engineer in charge of the work, was here for the consideration of bids. The building will be of steel and face brick construction and will cost \$750,000, according to R. B. Ellifritz, managing director of the Adolphus. He said it is planned to have the addition ready for use by the 1925 State Fair.

Contract for the construction of the \$650,000 First Methodist Episcopal Church, South, at Ross Avenue and Harwood Street, has been awarded to the Bellows-Maclay Construction Company. R. H. Hunt & Co. are the architects.

A State charter has been granted to the Archibald Hotel Company of Dallas, capital stock \$230,000, incorporators, Arch C. Allen, G. P. Allen and Don L. Sterling. The company was formed for the purpose of erecting an 18-story hotel at the southeast corner of Commerce and Ervay Streets. Judge Arch Allen and associates recently purchased this site for \$325,000 from S. W. King and



Valuable publicity for Dallas and the State Fair resulted from the above sign, carried during the week of Oct. 6-13 on the east side of Times Square and 44th Street, New York, where it is estimated that 1,000,000 people pass every 24 hours. Data about Dallas and the State Fair was furnished to the O. J. Gude Company, who are handling these signs for the United States Tire Company, by the Dallas Chamber of Commerce.



Officials of Chamber of Commerce of the United States, reading left to right: Richard F. Grant, Cleveland, president; Harry A. Black, Galveston, vice-president, in charge of Southern Central Division; D. A. Skinner, secretary; Elliot H. Goodwin, resident vice-president; below, Joseph F. Leopold, manager Southern Central Division.

others. Under the plans the hotel is to have 350 rooms and will cost \$1,300,000. Contract for the construction has been awarded to the Rice Construction Company. It will be built from plans made by the Midwest Company and Young & Young, architects, with the Midwest Company also having charge of the engineering.

### Statistics on Building in Southwest

**B**UILDING permits in Dallas for the first nine months of 1924 total one-third of the combined permits for the eleven cities of the Southwest shown in the October issue of the Dallas Federal Reserve Bank Bulletin. The statistics follow:

City	1924 Valuation	1923 Valuation	Inc. or Dec.
Austin .....	\$ 1,116,635	\$ 1,343,844	—16.9
Beaumont .....	2,025,449	2,310,281	—12.3
Dallas .....	21,781,364	17,666,457	+23.3
El Paso .....	1,333,923	1,869,960	—28.7
Fort Worth .....	7,648,831	6,216,789	+23.0
Galveston .....	2,334,431	1,626,481	+43.5
Houston .....	13,033,017	15,483,500	—15.8
Port Arthur .....	1,164,394	2,389,924	—51.3
San Antonio .....	5,901,606	6,806,811	—13.3
Shreveport .....	6,312,326	7,090,968	—11.0
Waco .....	1,637,031	946,392	+73.0
Total .....	\$64,289,007	\$63,751,407	+ .8

### Elaborate Flower Show To Be Held Here

What is to be by far the most important flower show ever held in Dallas will be staged in the Agricultural Building, formerly the Coliseum, at Fair Park, Nov. 12-16, under the auspices of the Dallas Woman's Forum, Mrs. W. S. Bramlett, president. A floral parade has been scheduled for the opening day. Florists from Dallas as well as throughout the State will exhibit and amateur gardeners also will have an opportunity to compete in various contests. An essay contest on "Why a Flower Show?" open to the pupils of high schools and colleges and Dallas, will be held. A committee from the Chamber of Commerce is co-operating with the Dallas Woman's Forum in planning the show.



### Some Leading Classes of Listed Business Lines in Dallas

Men's furnishings—	
tailors .....	242
Dry goods—general	
merchandise .....	176
Hardware—implements	109
Groceries—feed .....	1064
Drug sundries .....	237
Garage and auto supplies	
and oil stations .....	480
Lumber—building sup-	
plies .....	347
Jewelers .....	69
Furniture .....	127
Hotels—cafes—restau-	
rants .....	218
Miscellaneous .....	1732
Total .....	4801

### All Aboard for United States Chamber Meet

**R**ICHARD HAUGHTON has been named chairman of the arrangements committee for the Dallas delegation to the second annual midyear meeting of the Southern Central Division of the Chamber of Commerce of the United States, to be held at the Claridge Hotel in Memphis, Tenn., Nov. 19-20. Dallas is the headquarters for the Southern Central Division, with Joseph F. Leopold as manager, and Dallas had the largest delegation at the last meeting, held in New Orleans. Through Mr. Haughton's committee, the Chamber of Commerce will endeavor to have a still larger delegation go to the Memphis convention. The Southern Central Division embraces twelve States, Harry A. Black, of Galveston, is one of the vice-presidents of the United States Chamber.

"Waste and Extravagance in Business and Government" has been chosen as the principal subject at the convention. It will be discussed by General L. D. Tyson, of Tennessee, and a general discussion from the floor will follow, it has been announced by Mr. Black. Pat Malloy, of Tulsa, will talk on the subject, "Oil and Its Relation to the Prosperity of the South and Southwest." He is president of the Constantine Refining Company and former president of the Western Refiners Association. "Agriculture" will be discussed by Alfred H. Stone, cotton planter of Dunleith, Miss., and I. H. Kempner, banker and cotton man of Galveston. "Inland Water Ways," will be another important subject to be considered. Richard F. Grant, president of the United States Chamber, will be present and will make an address. Principal topics at the banquet will be "The Electoral Question," "The Responsibility of the Franchise," and "The Case for American Business."



CHAMBER OF COMMERCE HOME  
"Powerhouse of the Famous Dallas Spirit"

## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR  
M. L. BOHAN, ADV. MGR.

Vol. 3 November, 1924 No. 11

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Member Chamber of Commerce of the United States

## Roseate Outlook for Dallas and Southwest

FINANCIAL authorities are agreed that the winter of 1924-25 should be one of the most prosperous in the history of the Southwest. While good crops were made in 1923, a large portion of the returns were used in a final cleaning up of debts incurred during less successful years. Thus, 1924 has found Texas with the best credit conditions in many years, and also with about one billion dollars' worth of agricultural production. Somewhat similar conditions exist over the rest of the Southwest.

According to a recent Government estimate, Texas, Oklahoma, Arkansas and Louisiana will produce more than 7,000,000 bales of the 12,469,000-bale crop forecast for the entire Nation. This is Dallas jobbing territory. Texas and Oklahoma will be the two leading cotton States and Arkansas will rank fifth. All these States are right at the door of Dallas. The Southwest has had excellent cotton-picking weather. The crop was made with less expense than usual. The recent loan to Germany has resulted in gratifying buying of cotton by that Nation.

Take Dallas, the Southwest's chief market center, as an index to conditions over the Southwest. Dallas' bank resources, on the call of Oct. 10, 1924, totaled \$164,371,980, as compared with the peak in the city's history, \$164,004,049 in 1919, the year of inflated values. Dallas' bank deposits on Oct. 10 totaled \$139,077,323, as compared with \$141,941,733 in 1919, or substantially the same. Both resources and deposits showed a big gain over the corresponding call a year ago. Bank clearings, bank debits, savings deposits, postal receipts, wholesale and retail business in Dallas are running well ahead of last year. Dallas' building permits so far this year are more than \$3,000,000 ahead of the total for all of last year, which was the greatest construction year in the city's history.

### Fewer Business Failures

BUSINESS failures in Dallas, both in number and extent of liabilities, are far below last year. The number is less than two-thirds as great and the liabilities are less than one-third as great as those for the same period in 1923.

For months all business surveys have shown the Southwest as a particularly bright spot on the commercial map, due largely to prosperity in the agricultural districts and continued development of agricultural resources. With the Western part of the State chiefly responsible, it is believed that 1925 will find Texas with a much larger acreage under cultivation than on any previous year.

Reports show that industrial plants in Dallas and throughout the State are active and labor fully employed.

The splendid condition of the farmers is indicated by the light credit demand the past year, as well as by the heavy deposits in banks, deposits so heavy that the institutions are confronted with the problem of finding a profitable outlet for these funds.

On top of these many blessings, a number of new oil fields have made strides the past year, notably the Big Lake field in West Texas. Producers in many of these fields are simply marking time, waiting for better prices before speeding up production. Not only does the Southwest produce more than half the cotton of the Nation, but also half of the Nation's oil and a recent survey made by the Government showed that fully one-half of the Nation's future oil supply is located in the Southwest, within overnight travel of Dallas.

Agriculture, lumber, live stock, oil and other minerals, all are most important in the Southwest. And not only does the Southwest lead in the production of raw materials, but it is now taking steps to extend manufacturing, and 1925 will undoubtedly see marked progress in that direction, due largely to easier money, coupled with the logical trend toward more industries.

## Have You "Given Your Share?"

As this issue of "Dallas" reaches its readers the second annual one-week campaign to secure funds for the Dallas Community Chest, Nov. 5-12, will be nearing completion. C. E. Calder is again chairman of the campaign committee, and the goal this year is \$507,000, as compared with \$475,000 last year. About a year ago the Chamber of Commerce, representing the business interests of Dallas, assisted in the organization of the Dallas Community Chest. It is most gratifying to the Chamber that the record of the Community Chest during its first year here has been so successful. Evidencing the Chamber's interest in the campaign, the second of ten "Greater Dallas" meetings to be staged by the Chamber, in co-operation with other business men's organizations, was devoted exclusively to the Community Chest. Harry T. Kendall, of Houston, one of America's best known lumbermen and an official of the Community Chest there, was the speaker at the meeting, which crowded the Junior Ballroom of the Adolphus, Monday noon, Nov. 3. Houston, again this year, challenged Dallas as to which city will secure its quota first. The Community Chest budget in Houston is a little more than \$400,000.

## Chamber Executives Will Meet in Marlin

With President J. E. T. Peters of Denison presiding, the executive committee of the Texas Commercial Executives' Association met at the Dallas Chamber of Commerce on Oct. 17 and unanimously chose Marlin as the convention city for 1925, with May 28-30 as the dates for the gathering. E. A. Bell, secretary of the Marlin Chamber, extended the invitation in person. Hubert M. Harrison of Wichita Falls was named chairman of the program committee for the convention; Oscar C. B. Nau of Corsicana, chairman of the attendance committee, and Ray Leeman of Mineral Wells, chairman of the press committee. The Board will meet next during the Fat Stock Show at Fort Worth in March, when details of the program will be settled.

Most of the members of the committee remained in Dallas for October 18, which was Texas Commercial Executives' Association Day at the State Fair. The Dallas Chamber was the host at a luncheon at the Adolphus Hotel to the visiting secretaries, with some 30 in attendance.

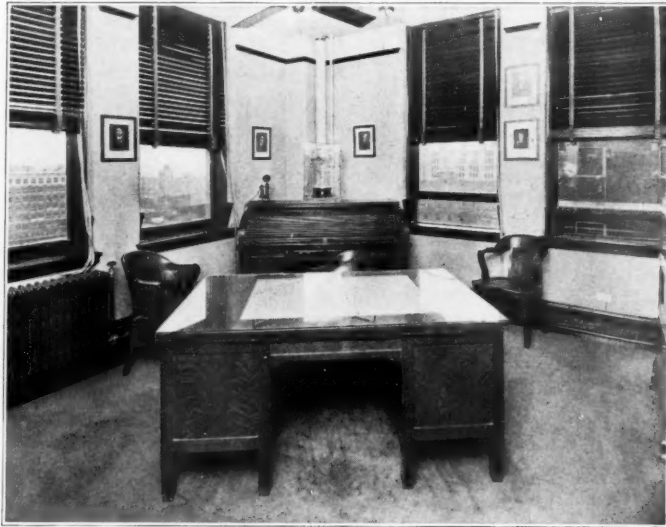
## Railroad Earnings Increase

Net revenue from railroad operations in Texas for the first seven months of this year totaled \$21,275,356, an increase of \$7,159,904 over the corresponding period of 1923, according to the State Railroad Commission. During the period freight revenue increased 13.71%; passenger revenue remained about stationary, mail revenue increased 7.37% and express revenue increased 5.43%.



DE RESZKE SINGERS

Another notable instance of how Dallas gets an opportunity to enjoy the world's foremost musical attractions is in the appearance of the De Reszke Singers, to be heard at the City Temple on the night of Dec. 1. After two successful seasons in England and the European continent, the four American boys are making their first American tour. These four singers were pupils first of Oscar Seagle and later of Jean De Reszke. Hardesty Johnson, Erwyn Mutch, Floyd Townsley and Sigurd Nelson comprise the quartet. Mr. Johnson, one of the tenors, is a nephew of D. L. Whittle of Dallas.



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## Dallas, Building Material Market

(Continued from page 7)

wholesale houses in this city, as well as several smaller concerns, the total business easily placing Dallas in the lead of all other Southwestern cities.

Three elevator concerns, one of them maintaining a stock and machine shop in this city, will do an estimated business of \$3,500,000 this year. Dallas distributes elevators and supplies to all points in the Southwest. This city leads the State in the number of elevator installations, having 610 against 450 for its nearest competitor.

Dallas is the most complete contractors' equipment market in the Southwest. Everything from wheelbarrows to concrete mixers and road machinery can be bought locally without the necessity of waiting for shipment from Eastern cities. The business of the 15 wholesale houses will aggregate \$5,000,000 this year, according to dealers.

Careful estimates furnished by the five large electrical jobbing houses of this city place Dallas in the first rank among Southwestern cities. The electrical material distributed here for use in connection with building operations will total approximately \$3,500,000 this year.

There are also in this city several very important sand and gravel concerns and one of the largest crushed stone companies in the Southwest. It is estimated that these Dallas firms distribute 10,000 yards of sand and gravel per day, and 2,500 tons of crushed stone. This business will aggregate in the neighborhood of \$3,750,000 during 1924.

Dallas is also an important center for the distribution of structural steel, reinforcing, steel window sash, fence and wire, etc. A careful check places a valuation of \$3,250,000 on this year's business.

In this short space it is impossible to cover the whole field of building materials. Builders' hardware, nails, sash weights and other building materials handled by Dallas firms are distributed over a wide territory. Roofing manufacturers all have local representatives or warehouse stocks and the output of the planing mills is an important item in a survey of this nature.

### Complete Stocks and Efficient Service

THE location of Dallas in a rich and rapidly expanding territory has had much to do with the leadership that this city has gained, but by far the most important reason for its importance in this line is the efficient and prompt service furnished Southwestern buyers and the complete stocks that are carried here at all times.

### Total Business Is Enormous

THE total business of Dallas in the building supply line will reach the enormous total of \$101,350,000 during 1924. Of this, paint, wall paper, glass, varnish, putty, paint brushes and sundries are placed at \$13,000,000; brick, interlocking tile

and terra cotta, \$4,300,000; sheet metal products, \$4,000,000; lumber, including all supplies handled by yards, \$46,000,000; cement, \$7,500,000; plumbing, \$5,000,000; elevators, \$3,500,000; contractors' equipment, \$5,000,000; electrical material, \$3,500,000; builders' hardware, nails, weights, etc., \$1,000,000; roofing, \$950,000; sand, gravel and crushed rock, \$3,750,000; output of planing mills, \$600,000; structural steel, reinforcing, steel window sash, etc., \$3,250,000.

### City Tax Rolls Reach Record Figure

The total city tax roll for 1924, recently announced, is \$210,165,500, as compared with \$196,033,925 for 1923. This is perhaps the biggest single year's gain in the history of the city and all but \$1,500,000 of the gain represents the tremendous growth the city has made the past year, the \$1,500,000 having been obtained by placing new valuations on previously rendered property. Personal property in Dallas is assessed for taxes at 50% of the actual value and real estate and improvements at around 40%. This would mean that the actual value of taxable property in Dallas is around \$500,000,000. The new tax roll will yield \$5,107,021, as compared with \$4,763,624 from the 1923 roll, the rate of taxation being the same, \$2.43 on the \$100 valuation.

Following is the assessed valuation of the city for the past ten years:

Year	Valuation
1914 .....	\$116,863,175
1915 .....	118,663,175
1916 .....	120,523,350
1917 .....	136,988,075
1918 .....	146,597,250
1919 .....	156,114,150
1920 .....	175,114,150
1921 .....	192,377,825
1922 .....	188,193,800
1923 .....	196,033,925
1924 .....	210,165,500

### What Is The Chamber of Commerce?

The Chamber of Commerce is the voice of the city.

It reflects the ideals of the community.

It expresses the aspirations of the people.

It gives direction to the aims of the citizenship.

It combines the efforts of those who think in terms of helpfulness.

It reduces unorganized elements to an organized unit.

It speaks in defense of the good name of the city.

It defends the city against the trader.

It is the spotlight that reveals activities that are worthy.

It pleads in behalf of the voiceless.

It is the center of worthwhile enterprise.

It is the magnet that draws the outside world to your midst.

It is the clearing house of civic pride.

It is a composite picture of a city as its citizenship would have it.

—George Morris, President, Memphis Chamber of Commerce.

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*Remember, Your Roof Is No Better Than Its Application*

Office and Yards: McKinney Ave. and Bowen St. Phone A-4900  
26 Years Have Taught Us How  
DALLAS, TEXAS

## Associated Contractors Purpose

(Continued from page 9)

causes which directly lower our productivity and employment. Waste may be abstractly unethical, but, in any event, it can only be remedied by economic action."

Modern industry, in accepting the responsibility for working out these principles, comes fully into its proper sphere. Business ceases to lay too much emphasis upon its competitive features and swings to the thought that, in its essence, industry is a great co-operative effort. It is against such a background that a true picture of the Associated General Contractors of America must be drawn.

The General Contractor, or Constructor, as he is more properly designated, is the fiscal and co-ordinating agent of the construction industry—an industry whose national volume of approximately seven billions of dollars per year is second in general importance only to agriculture.

### Duties of Constructor

OCCUPYING this unique position in an industry composed of so many groups, places upon the constructor two burdens. His is the duty, first, to properly represent the various groups of the industry to the general public and secondly, to co-ordinate those groups into an efficient and smooth-working machine which operates both ethically and economically. Viewed in that light, the function of the Associated General Contractors, as a trade association, assumes its true proportions.

As a national organization, the Associated General Contractors of America came into being shortly after the Armistice under the pressure of an immediate and prospective need. When the United States entered the conflict in 1917, it found itself faced with a need for war-time construction of stupendous magnitude. Cantonments, depots, factories, munition plants, warehouses, shipyards, wharves—the whole workshop of war—was immediately required. Time was a vital element, for without the workshop, armies could not be created, equipped and maintained.

Leading constructors throughout the Nation were hurriedly summoned to Washington for conference and the War Department placed before them its construction requirements. It is a feat unparalleled in history that the construction industry, unorganized as it then was, met the test—that within the short span of weeks, armies were being equipped and housed in freshly built cantonments; that munitions were being turned out of plants newly erected; ships were sailing from new wharves, and the entire war machine functioning through facilities that had sprung up like magic where before had been bare prairie or waterfront.

That conference of constructors so impressed each man who attended with the need of an organized industry that, shortly after the Armistice,

another conference of constructors was held. Practically the same men who sat around the table at Washington in the early days of the war now met under peace-time conditions to form a permanent organization of the Nation's constructors. Their one thought was for a better industry properly organized for peace or war. Out of that meeting came the Associated General Contractors of America.

Today, more than two thousand constructors throughout the United States are enlisted under the A. G. C. banner of Skill, Integrity and Responsibility, earnestly co-operating for the elevation of ethical standards within the industry, striving to eliminate economic abuses and co-ordinating the various groups within the industry into a smooth working machine for supplying the construction needs of the Nation efficiently and economically.

#### Growth of State Association

IN Texas, the association is represented by the Texas Branch, a State organization including active local chapters in Dallas, Fort Worth, Waco, Houston and San Antonio. Local chapters are now under process of organization in several other Texas cities, including Austin and Abilene, and in order to round out the complete sphere of construction activity, a State-wide chapter of firms doing engineering construction—road builders, paving, bridge, sewer and public work constructors—is being organized.

The chapter in Dallas is composed of twenty of the leading constructors of the city, men of vision and civic pride as well as capable constructors, and while organized less than a year, the Chapter has already established itself as an effective civic and industrial unit. Dallas Chapter, as a part of the Texas Branch, operates under a comprehensive code of ethics designed to promote legitimate competition and establish definite standards of business practice. The entire membership co-operates for the elimination of all economic waste and abuse heretofore existing in the industry.

Therefore, to the business men of Dallas—to the business men of Texas—we can say: That the Constructors of this city and State have assumed their full responsibilities; that they have organized under the banner of Skill, Integrity and Responsibility for the purpose of establishing definite ethical standards; that they are co-operating for the elimination of methods and practices which produce economic waste; that they are co-ordinating the various groups within the industry into a cohesive whole, the direct result of which will be stabilization of the industry and lower construction costs. These are efforts and attainments which vitally affect the prosperity of every business man in Texas.

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STANDARD  
OVERSIZE

COMMON  
STANDARD  
OVERSIZE

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Hard Burned, Light Weight, Low Absorption

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General Offices  
Dallas, Texas

TEXAS STONE PRODUCTS CO., INC.

CHICO CRUSHED STONE CO., INC.

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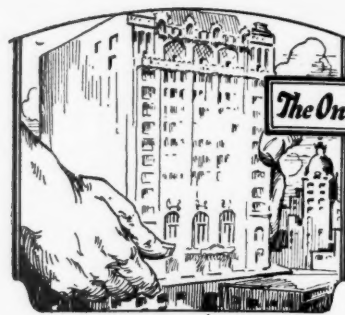
*Skill, Integrity  
and Responsibility*

## WHEN YOU BUILD REMEMBER

**SKILL**—Your General Contractor must be a highly trained technician, experienced in modern construction methods and surrounded with an adequate organization properly equipped to handle your particular project.

**INTEGRITY**—Your General Contractor must be of unquestioned integrity to whom you can entrust your construction needs with absolute assurance. His character, slowly built up through the stress and pressure of a successful business career, is your unfailing protection.

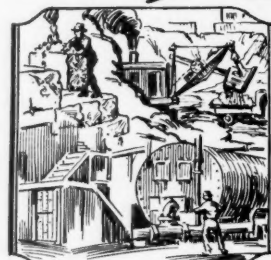
**RESPONSIBILITY**—Your General Contractor must be thoroughly responsible, for that is the foundation of your confidence and the best guarantee for the fulfillment of your expectations. It is the final answer to the vicissitudes which menace every construction contract—rising prices, transportation shortage, labor trouble, bad weather, unexpected conditions, misunderstandings, changing plans, accidents and disasters. The responsible contractor, in spite of all these, completes his job faithfully and renders his bill fairly.



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*The One Who Makes Dreams Come True*



*Skill,  
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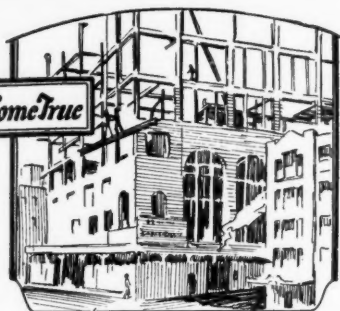
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Make Dreams Come True



Skill, Integrity and Responsibility



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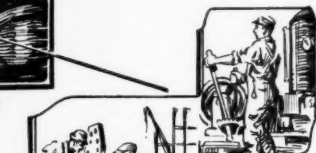


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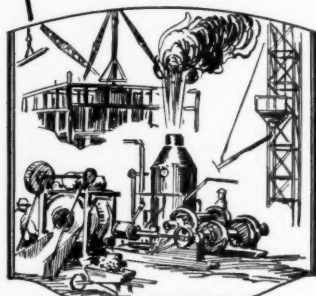


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est American Contractor)



CONSTRUCTION LABOR



EQUIPMENT



*Skill, Integrity  
and Responsibility*

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Many of the leading structures of Dallas and the Southwest are being built with machinery and Equipment supplied by the House of Service.

Our almost a third of a century's experience in serving the industrial machinery needs of the Southwest has resulted in this becoming one of the largest concerns of its kind in the entire United States.

Our size and prestige enable us to command the distribution of the best equipment made.

You'll find in our stocks—in Dallas ready for immediate delivery—everything you desire in the way of scientific and labor-saving machinery—a complete line for every construction need, large or small.

Ask for Special Bulletins.



BRIGGS-WEAVER  
MACHINERY CO.

Since 1896

"The House of Service"

DALLAS, TEXAS

## Construction, Wheels of Industry

(Continued from page 8)

tributes most largely to the soundness of the Dallas district; Dallas ranks second in the United States in the number of homes built per capita. People who come to Dallas usually come to stay; those whose arrival here was casual, or incidental, have in most cases decided to remain here anyway. Whether the cause is the climate, the spirit of decent hospitality that is busy without being blatant, the opportunities for personal advancement, or the romance of attachment to a community which seems to grow under one's very foot, would be difficult to find out.

This, however, can safely be asserted: that a home-building city like Dallas is one in which the contentment and well-being of the individual is most nearly assured, and the healthy growth of such a community is very hard to check. For, where so many homes are built and owned—in other words, where construction holds such an intimate relation to the individual—the natural product is stability. A home-owner is the opposite of a "floater;" interested in the comfort of his family and the education of his children, he is loth to move about. If he is foreign-born, he is much more likely, as a home-owner, to become a useful citizen than to remain a foreigner and at some time return to his native land. If an employe, he is more likely, as a home-owner, to be guided by the dictates of good judgment in his relations with the employer, than by a more or less arbitrary code of rules. On the other hand, the employer cannot help recognizing that employes are not simply impersonal names or numbers on a payroll, but are, in such a home-building community as Dallas, fellow citizens with whom he shares, on a basis of equality, all rights, privileges and duties.

### High Standard of Homes Here

NOT only is the fact of home ownership in Dallas of importance, but also the kind of homes that are being built and the character of their surroundings. An Eastern visitor, whose business requires him to make a close study of such subjects and who was recently in this city, stated that the standard of home construction in Dallas is equalled nowhere else in the country. He paid a pleasing tribute to the wisdom of owners, realtors, architects and constructors, who are doing everything reasonably possible to promote the well-being and personal pride of the community, and, as a consequence, its stability.

Such a condition of stability makes for absence of interference and delays and for a general steadiness in the building and manufacturing trades, and results in a better approach to equilibrium in realty values, merchandising and banking. To maintain stability, as fostered by the contentment of the individual, it is necessary to avoid at all times the evil influences exerted by injudicious construction. Speculative building, cheap building,

unwise extension of manufacturing or warehouse facilities, unfair treatment of the public by irresponsible or unscrupulous factors in the real estate business or the construction industry, or too liberal accommodation by financial interests, can quickly detract from the advantages which have been built up by hard work, sacrifice, and good judgment. One cotton mill in a given small community, for instance, might be a profitable investment for all parties to the transaction; two more in the same community might easily bring ruin to all three. It might be just as urgent not to build the second and third as it was urgent to finance and erect the first. Construction, it must never be forgotten, has its dangers as well as its merits.

The value of steadiness in all industry has been recognized by the Federal Government, largely in connection with seasonal operation in the construction industry. This subject, however, is of no great moment in North Texas because of the usually open nature of the winters; it is of interest nevertheless. Building work in the State can usually be carried on without much interruption throughout the twelve months; but highway and railway projects often suffer on account of rain, especially along the Gulf coast, during the winter months. The President's Conference on Unemployment appointed a sub-committee to investigate the whole question and to find, if possible, a means by which the peak of the building curve for the summer months could be flattened out into the winter period.

The subject is too exhaustive to go into within the limits of a brief treatment such as this. It is of interest to know, however, that in the comparatively short time during which this committee has been functioning, great strides have already been taken toward practical winter building. The Federal Government has been encouraged to schedule its always heavy program so as to provide activity during slack times in commercial and industrial construction. Such procedure helps to reduce seasonal unemployment on the one hand, and, on the other, excessive bidding prices for labor and materials during intensive periods of construction.

At this point it should be noted that there is a vital difference between the purpose of the committee on seasonal operations and the aims of certain socialistic political groups. The former is an attempt to eliminate needless unemployment by properly scheduling necessary construction work; the latter quite plainly an effort to create employment by well-organized propaganda in favor of unnecessary government construction. This latter movement is socialism pure and simple, and should be vigorously opposed by every citizen who has an interest in the economics of our Federal Government.

### Sums Construction Leaves in Dallas

FEW realize the degree to which construction operations stimulate immediate local trade activity. In no other industry is the ratio of local circulation to total volume nearly so great. Of the amount of money spent

annually in Dallas for building of all kinds, one-third, roughly, is in the form of payrolls—a cash disbursement which is immediately diverted into local retail channels. More money then follows into the same channels through payments for sand, gravel, cement, lime, and brick, all of which can be considered purely local products. Lumber also which is required in such great quantities for all branches of construction, is furnished largely from Texas sources, many of which are controlled in Dallas. It is safe to state that at least half of the total annual expenditure for construction in this city is returned at once to the city; such is the relation of the value of a finished building product to the value of its raw components. To illustrate how much closer to Dallas business, as a whole, is construction than merchandising or distributing, one has only to compare the Dallas value of a pound of raw cotton with the price of a pound of high-grade finished cotton goods, or to figure how large a part of the price of farm machinery, for instance, goes out to the East or North. In the case of building, a great portion of the price of the finished article stays here, but in general the greater portion of what is paid for distributed or merchandise commodities gets away.

Such consideration, of course, must not be taken as being in the least depreciative of the important fields of merchandising and distributing; indeed, it is a commonly accepted fact that Dallas has been built for the business of distributing, and that this

business should continue to receive every possible effort looking toward its further development. Manufacturing is another phase of Dallas' activities that, while now important, is destined to become much more important.

A movement to educate the residents of this State as to the wonderful resources here could be extended to commercial interests outside the State, and excite a current of outside capital in this direction. Such work cannot injure existing agricultural and business interests; on the contrary, it should create a new source of activity.

The influence of building and its details upon real estate, realty values and rent is so obvious as hardly to warrant discussion. Indeed, this influence is so strong that in all of the larger cities it has become necessary to set up restrictions so that its effect shall be good and not harmful. A prominent Dallas realtor has expressed his opinion thus: "Perhaps no single influence on the value of real estate is greater than the class of building construction that is allowed to be placed upon the property in question."

A recent tabulation of the increase in front-foot price for centrally located down-town property has shown Dallas to be leading all other Texas cities during the last twenty years. This is due largely to the concentration of bigger buildings in a somewhat confined area in this city. It is not impossible for such concentration to be carried too far; to the temporary detriment, at least, of proper-



If there is anything in the line of construction machinery, I have it. The largest stock of concrete mixers, hoists, saw rigs, wheelbarrows, pumps, gasoline engines, road machinery in the entire South. Our new warehouse is located at Commerce & Exposition Ave.

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Bronze Signs, Name  
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ties which are good, but yet not precisely central; and with congestion and poor lighting in the central streets.

Buildings with an artistic exterior and a well-planned interior are far more easily rentable than buildings of a lower class. And fine, well-rented buildings add to the value of adjacent properties and buildings, and to the business volume of neighboring concerns. The Dallas Architectural Club, with this very idea in mind, and warmly supported by most of the construction interests of the city, is now completing its new quarters on Pacific Avenue, which, it is hoped, will be an incentive to a general spirit of better down-town building, and a consequent raising of real property values.

### Building and Investments

FINALLY, it would be worth while to give some thought to the influence of the construction industry upon the subject of investments. Up to the present time available funds for new building in the Southwest have been drawn from the North and East, at least in the case of major projects, such as public works, highways, railroads, and the larger commercial and institutional buildings. The money has usually been based upon bond issues, at rates of interest varying with the nature and size of the projects, the individuals or groups back of it, and its general location. Large quantities of these bonds are quickly absorbed by public and private banks, by insurance and trust companies, and by large individual investors. A not inconsiderable quantity, however, is bought by the smaller investors. Now it is well known that a hundred dollars in cash is turned loose much more readily than the same amount of money tied up in a bond, even though the bond is quickly marketable at its face value. The concept of property, and ownership thereof, inherent in a bond does not obtain in the case of currency. Here, then, exists an excellent opportunity to drive home the lesson of thrift for the individual. With the co-operation of local banks, trust companies, and investment organizations, the individual in Dallas can in time be induced to appreciate the value of putting money into sound Dallas industries and Dallas construction. The individual and the project in this way both become beneficiaries; the former becomes an investor and advances in thrift, the latter is assisted in its financing and gains the asset of local support. The case is something like the quality of mercy in Shakespeare's play: "It blesseth him that gives, and him that takes."

It would, of course, be imperative that all proper precautions be taken that such investments should have no taint of speculation, nor lack of good faith: co-operation, to be fair and effectual, must not fail to work both ways. If the construction industry were successful only in promoting thrift through education in investment, it would have served a worthy purpose.

There are many other phases of the relation of construction to the indi-

vidual and to other business and industries; but it would not be practical to go further at the present.

It has been attempted in this brief sketch to show the magnitude of the construction industry and the fact that it is a fundamental American business; the close kinship between construction and general commercial conditions, especially in Dallas, by comparing its heavy per capita building and its high standard of business health; the commercial stability of Dallas due to the high percentage of home-building and home-owning; the immediate local value of construction as compared with other industries; the necessity of manufacturing activity in this district, and the relation of construction to manufacturing and real estate; and, finally, the influence of construction upon investments, and its lesson of individual thrift.

### U. S. Chamber in Fine New Building

The Chamber of Commerce of the United States, of which the Dallas Chamber is a member, last month occupied its new \$2,500,000 home in Washington, overlooking Lafayette Square. This gives American business men a home of their own at the National Capital. The first important meeting in the new building was the annual convention of the National Association of Commercial Organization Secretaries, which was attended by General Manager Charles Saville of the Dallas Chamber, who was on the program.

"30 Years in Dallas"



## HERGET Cut Stone Company

Maple Avenue Road  
Dallas, Texas

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Complete Facilities for  
Handling the Largest Jobs

## History of Constructors

(Continued from page 10)

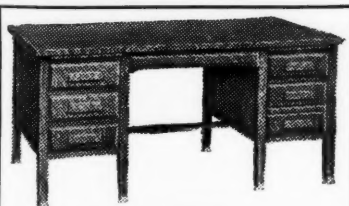
New York concern; the Jefferson Hotel and Medical Arts Buildings, by George Hewitt—these are some of the focal points in the skyline that have been built within the past few years.

1924 has witnessed the largest volume of construction in the city's history. An unusual volume of heavier construction has raised the total to unprecedented levels. And constructors are, more than ever, playing an important part in this making of a greater Dallas. Constructors like Bellows-MacLay, who are building the M.-K.-T. Warehouse and First Methodist Church, Christy-Dolph on the First Baptist Church, Henger & Chambers, who recently completed the Mike Thomas Building, Hickey & Montgomery on Maple Terrace, Hughes & O'Rourke on the Dallas Gas Company Building, Trinity Construction Company on the Sanger Warehouse, A. J. Rife on Sunset High School, Watson Company on the Santa Fe Terminal, McKenzie Construction Company on the Hilton Hotel—these are the type of present-day constructors who are assembling the materials, co-ordinating the labor forces and skillfully directing the fabrication of these huge structures that house the commerce and industry of Dallas.

The next decade may attain even higher levels, but throughout our progress the constructor and his achievements will continue to symbolize the indomitable Dallas spirit and man's growing mastery of natural forces.

### Texas Production

Texas crop values in 1923 totaled \$1,065,000,000, which was \$130,000,000 in excess of the combined crop values of Iowa and Illinois, which for many years have been recognized as being two of the Nation's most important agricultural States.



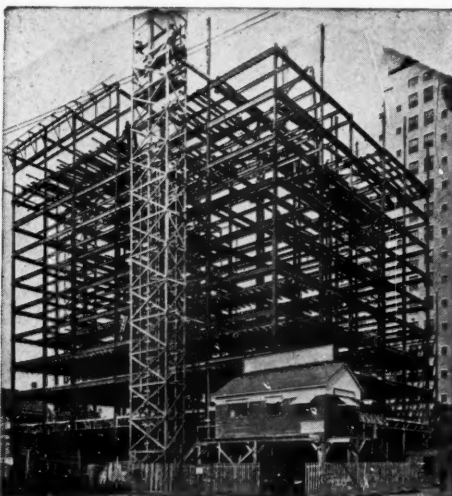
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## Easy Money

The laws of supply and demand reflect themselves in the money market as in the markets of all other commodities.

The present low interest rates are due to the large supply of funds available for credit. But Credit will tighten and higher interest rates obtain as capital finds investments.

Money easily borrowed is usually hard to pay.

Right now, then, is the time to strengthen the financial structure of a business by building *NOW, for the future*, a strong capital position assuring low fixed interest rates and ample working funds.

The Banker is the all important factor in such a structure. His judgment, in times such as the present, is vital to the future welfare of any business. *That he may give sound financial counsel and advice he must have carefully prepared facts and figures.*

Some enterprises may succeed without the Banker's aid and influence, but business generally knows that this aid and influence is a helpful and sustaining force.

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BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
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PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
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## Chamber Adds 54 Members in October

OCTOBER witnessed the addition of six budget subscribers and thirty-nine individual members to the Chamber of Commerce roll, making a total of fifty-four memberships.

The Membership Committee for October secured five of the new members. Henry Seeligson was chairman and the team members follow: George S. Bird, Harry Maxson, George M. Easley, Julius Runge, A. L. Davis, D. D. McLarry, H. E. Merrithew, William Morris, R. S. Haseltine, Eli Sanger and Robert H. Bratsch.

### NEW BUDGET SUBSCRIBERS

Frank S. Bretz Co., Ralph Boyd, hospital and surgical equipment; 3213 Swiss Ave.

Edgecomb-Newham Co., G. W. Morris, Mgr., building materials, manufacturers; 302 American Exch. Bank Bldg.

Gem Waffle Kitchen, Walter F. Lord, restaurant; 1304 Commerce St.

National Carbon Co., E. Harold Boudwin, dist. manager, automotive electric equipment; 1300 Marilla St.

Rice Construction Co., W. M. Rice, mgr., 1803 North Market St.; contractors.

Stickle Lumber Corporation, A. W. Stickle, lumber—wholesale; Maple Ave. and Maple Lawn Road.

### NEW INDIVIDUAL MEMBERS

Ball Typesetting Co., Inc., J. A. Ball, printers; 1715½ Wood St.

O. D. Brooks, insurance agency; 402 Melba Theatre Bldg.

E. B. Bynum, insurance company; 805 American Exch. Bank Bldg.

Dr. E. H. Cary, physicians and surgeons; Medical Arts Bldg.

C. B. & Q. Railroad, C. W. Andrews, genl. mgr., railroad; 701 Kirby Bldg.

Everbrite Sales Co., Mr. Paul Resing, stoves; 402 N. St. Paul St.

Fooshee & Cheek, M. F. Fooshee, architects; 808 Mercantile Bank Bldg.

Dr. John F. Ford, physicians and surgeons; 204 Andrews Bldg.

Frenchweave Hosiery Mills, Ross D. Cummings, mgr., hosiery mills; 604 Melba Theatre Bldg.

T. M. Fuller, Jr., (Mississippi Fire Insurance Co.), insurance company; 305 Andrews Bldg.

Gardner & Howe, R. L. Rolfe, engineers; 615 Praetorian Bldg.

Garvin-Melton Co., J. A. Garvin, printing company; 1929 Main St.

Germany & Runge, Julius H. Runge, attorney; 1311 Magnolia Bldg.

Gillespie & Gillespie, V. C. Gillespie, real estate and loans; Praetorian Bldg.

Gillespie & Schwan, Werner Schwan, oil burners, automatic and mechanical; 1708 Caruth St.

Hillyard Chemical Co., Luke B. Owen, chemical manufacturers; 5239 Bonita St.

F. H. Jasper, (Johnson-Wilson Co.), printers; 107 Poydras St.

Geo. S. Jones, (Texas Power & Light Company), individuals not otherwise classified; Interurban Bldg.

Kennedy Brokerage Company, W. D. Kennedy, brokers—merchandise; 1103 Mercantile Bank Bldg.

Henry C. Knight, architect; 330 Wilson Bldg.

Lamar Produce Co., W. D. Lamar, produce; 1604 McKinney Ave.

Listerated Gum Co., Wm. E. Easterwood, Jr., gum manufacturers; 519 S. Akard St.

Dudley B. Mayer, real estate, loans and investments; 1317 Magnolia Bldg.

Chas. E. McDuffie, chiropractor; 301 Liggett Bldg.

H. M. Munger, real estate, loans and investments; Linz Bldg.

Mutual Indemnity Co., W. D. Dilbeck, insurance company; 225 Slaughter Bldg.

A. C. Prendergast & Co., insurance—all kinds; 907 Kirby Bldg.

A. U. Puckitt, attorney; 814 Western Indemnity Bldg.

Rea & Hash Insurance Agency, L. B. Hash, insurance agency; 411 Deere Bldg.

W. A. Sedwick Co., W. A. Sedwick, fence and posts; 2916 Maple Ave.

Smith-Henry Co., Inc., Henry Burstein, shoes—retail; 1518 Elm St.

Swiss Watch Material Co., Mr. T. Herrera, watch materials (Swiss); 1214½ Main St.

Terrill School, M. B. Bogarte, schools; 4217 Swiss Ave.

Tucker & Fox, oil companies; 428 Western Indemnity Bldg.

United States Loan & Investment Co., Mr. W. E. Johnson, loans and investments; Linz Bldg.

Webster & Osbourne, real estate; 214 Western Indemnity Bldg.

Western Blind & Screen Co., S. A. Wing, screens and blinds; 218 Sw. Life Bldg.

Geo. A. Worthington, contractor; 607 Deere Bldg.

Towne Young, attorney; 507 Thomas Bldg.

### Open Forum Schedule

The Dallas Open Forum has opened its sixth season and will hold sessions every Sunday until March 29, except December 21 and December 28. The program for the season is unusual in number of prominent speakers and variety of subject matter of public interest. All meetings are free to the general public and include a period for free general discussion.

November 16—Dr. S. C. Schmucker, noted Biologist. "The Joy of Living."

November 23—Dr. Rowena Morse Mann, famous Woman Publicist, is under negotiation for this date.

November 30—Dr. E. R. A. Seligman, Political Scientist. "The Dawes Reparations Plan."

December 7—Dr. Arthur Dean, Educational Expert. "Are Your Children Your Own?"

December 14—Dr. I. L. McGlasson, Medical Association special lecturer. "Medicine and Human Welfare."

1925

January 4—Negotiating with Miss Italia Garibaldi, granddaughter of General Garibaldi of Italy.

January 11—Dr. Joseph K. Hart of New York. "The Unprintable Text Book."

January 18—Dr. Alva Taylor, of Indianapolis. "Religion and Work."

January 25—Dr. Edward Howard Griggs, noted lecturer. "Lights and Shadows in Present Age."

February 1—Dr. John A. Rice, formerly of S. M. U.

February 8—Charlotte Perkins Gilman, America's gifted Author and Orator. "Our Wickedest Waste."

February 15—Dr. W. M. W. Splawn, President, University of Texas. "True Function of a University."

February 22—John Langdon-Davies of England. "Why Trotsky Hates McDonald."

March 1—Negotiating with Sherwood Eddy.

March 8—Dr. Charles Stelzle, of New York. "Cause and Cure of Radicalism."

March 15—Dr. E. C. Lindeman, noted Philosopher and Writer.

March 22—Syud Hossain, of India. "League of Nations Through Eastern Eyes."

March 29—Whiting Williams, noted student of industrial conditions. "The Worker's Mind at Home and Abroad."

### Dallas Impresses Visitors

Dallas had many distinguished visitors during the State Fair, and without an exception they were strongly impressed by the substantial growth the city is making. An example was B. L. Hupp of Kansas City, president of the Loose-Wiles Biscuit Company. He inspected the recently enlarged plant of the Brown Cracker & Candy Company, which is affiliated with his organization.

"The expenditure of nearly \$1,000,000 in enlarging the plant at Dallas was absolutely necessary to keep pace with the ever-increasing business pouring into this city," he said.

Marcus Greer, exchange teller of the Dallas National Bank, has been named assistant national bank examiner of the 11th Federal Reserve District.

## The GROWTH of DALLAS

*Depends on Industrial Freedom—Industrial Freedom depends on the continued success of the Open Shop*

This fact alone is reason for your support of the members of the Employing Printers' Division of the Open Shop Association

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105 North Market Street, X-1297

#### TRADE COMPOSITION PLANTS

BALL TYPESETTING CO.,  
1715½ Wood St., Y-4802

DALLAS LINOTYPING COMPANY  
1408 Marilla Street, X-4238

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DALLAS STEREOTYPE COMPANY  
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## The Dallas Transfer Company

Will occupy its new home in Unit No. 2 of Santa Fe Terminal during the month of November.

Where we will be equipped for rendering an unexcelled Warehouse and Distribution Service to the Manufacturers in dealing with their Common Problems.

We invite your inquiries for space and other services in this modern Warehouse located in heart of business district.

Special Service in Display and Sample Room Floors.

Railroad trackage in basement connecting with all railroads entering Dallas.

# Important New Concerns Locate Here

ACTIVITIES in Dallas industrial and commercial circles are pronounced, reflecting the prosperous conditions of the Southwest. Of interest is the announcement of the Fuller Construction Company that they plan to build a \$100,000 plant here. The concern is a paving contractor. The Olive & Myers Furniture Manufacturing Company has announced tentative plans to build a \$250,000 addition to present plant at Canton and Young Streets. Announcement already has been made of the decision of the Kroehler Manufacturing Company, said to be the second largest furniture manufacturers in the Nation, to place a branch factory in Dallas. The plant, which will open at once, will employ 40 people, and may lead to a much larger factory here, according to Harry Davis, representative of the company. A branch house of the Yellow Cab Manufacturing Company of Chicago was opened the past month at 2819 Commerce Street, with C. H. Calfee as branch manager. Following is a listing of various new establishments listed by the Chamber of Commerce the past month:

American Parking Station, auto parking, 1508 Wood Street. X-4242.  
American Sales Company, refrigeration, 208 Southland Life Bldg. X-5079.  
Agress, M., stocks and bonds, 201 C. Thomas Bldg. X-5668.  
Bartley, J. O., restaurant and cafe, 2743 Grand Avenue. X-8732.  
Blair, Harry H., 1014 Southwestern Life Bldg., X-2151.  
Brooks, O. D., insurance agency, 402 Melba Theatre Bldg. Y-3055.  
Capital Beauty Parlor, beauty parlor, 1521 Elm Street. X-5226.  
Cemetery Supply Company, monuments, 1326 East Pike. H-3426.  
Corner Cafe, The, restaurant and cafe, 3401 Main Street. X-4013.  
Curtis, W. L., attorney, 1023½ Main Street. X-7636.  
Christian Science Literature Distribution, Christian Scientists, 404 Mercantile Bank Bldg. X-8309.  
Dallas Fruit & Vegetable Company, produce and fruits, 2021 Cadiz Street. Y-2903.  
Davis Baking Powder Company, baker's supplies, 2801 Commerce Street. Y-2840.  
Doll Hospital, doll manufacturers, 1006 Elm Street. X-6366.  
Dallas Paint & Wallpaper Co., 410-12 N. St. Paul Street, retail and mail order, Fred M. Roach, president; J. P. Moore, vice-president; J. O. Walton, secretary-treasurer.  
Edgcombe-Newham Company, 307 American Exchange Bank Bldg. X-5004.  
Everbrite Sales Company, stoves, 402 N. St. Paul Street. X-5784.  
Fruit Palace, produce and fruits; 5516 East Grand Ave. H-6472.  
Fountain Pen Store of Dallas, office furniture and supplies; 214 Browder. X-5624.  
Fluette, Jane, beauty parlor; 4112 Oak Lawn Avenue. A-1637.  
Fuller, Fred, tailor; 316 S. Ervay St. Y-2511.  
Good Housekeeping, district sales office, newspapers—magazines; 505 Slaughter Bldg. X-3396.  
Gray Jewelry Company, retail jewelry; 1906 Elm Street. Y-5664.  
Godard, L. G., phonograph repair shop; 1205 Elm St. X-4201.  
Gross Cafe, restaurants and cafes; 912 Main St. X-4230.  
Grand Avenue Tire Shop, vulcanizers; 3300 Grand Ave. E-1760.  
Highland Park Poultry & Fish Market, meat market; 4916 Cole Ave. A-5435.  
Howard Furniture Company, furniture dealers; 2103 S. Ervay St. E-5639.

Hurts' Filling Station, 233 Cedar Springs. X-4669.  
King & Gann Produce Company, produce and fruits; 563 S. Pearl St. Y-4163.  
King & Miller Garage, 715 S. Ervay St. X-5930.  
Korreck Style Tailors, 504 N. Harwood St. X-6023.  
Love and Flach, cotton buyers and exporters; 1404½ Young St. X-4001.  
Le-Tex Realty Company, real estate and loans; 215 Andrews Bldg. X-4267.  
Lucey, J. F., oil company; 1515 American Exch. Bank Bldg. X-3642.  
McClure Flower Shop, florist; 4926 Cole Ave. A-5489.  
Metropolitan Book Store, books and stationery; 910 E'm St. X-4049.  
Maple Leaf Service Station, service station; 4626 Maple Avenue. X-2249.  
Meyers, P. F., plumbers and gas fitters; 3322 Grand Ave. E-3611.  
Mackinnon, M. R., manufacturers' agents; 317 Simpson-Whiteman Bldg. X-3187.  
Mutual Indemnity Company, insurance company; 225 Slaughter Bldg. Y-2618.  
Nashville Bridge Company of Tennessee, steel construction company, 726 Wilson Bldg. X-6824.  
New Oak Cliff Cemetery, 127 W. Jefferson Street. J-8394.  
Parvin Motor Company, automobiles, 2706 Commerce Street. Y-3607.  
Pendergrast & Company, A. C., insurance agency, 907 Kirby Bldg. X-3359.  
Pearl Canton Hotel, hotel, 2101 Canton St. X-8061.  
Quirk, A. H., 1604 N. Haskell Ave. H-6301.  
Rice Construction Company, contractors; 1803 N. Market Street. X-1738.  
Rice-Stix Company, 108½ Field St. X-6398.  
Rajah Sales Company, The, jewelers, wholesale; 305 Simpson-Whiteman Bldg. X-2791.  
Red Ball Interurban Bus Lines, automobile livery; 700 Commerce Street. X-8017.  
Rowland & Clark Garage, 1710 Greenville. H-5481.  
Susman Company, Inc.; have closed lease on space in the Santa Fe Building. They represent Sherr Bros., New York, manufacturers of ladies' ready-to-wear.  
Schwenkenberg, Dr. Arthur J., physician; 313 Medical Arts Bldg. X-5894.  
Seago, W. H., investments and loans; 811 Sw. Life Bldg. X-1761.  
Swiss Watch Material Company, jewelers' supplies; 1214½ Main St. X-5852.  
St. Paul Filling Station, 1900 Main Street. Y-4914.  
Spellman, S. R., soft drinks; 2401 Main St. Y-1439-R.  
Sedwick Company, W. A., fence and posts; 2916 Maple Avenue. Y-5038.  
Swift Cooperage & Transfer Company, barrels and kegs; 2229 Cora Street. Y-4854.  
Stillman Cash Grocery & Market, groceries, retail; 3526 S. Harwood Street. X-6866.  
Texas Federationists, publishers; 303 Southland Life Bldg. Y-2611.  
The Insurance Agency, 705 Browder Street. X-2179.  
Traders' Groceteria and Market, grocery and market; 2632 S. Harwood Street. E-5422.  
Vaughn Manufacturing Company, manufacturers; 2605½ Elm Street. Y-4708.  
W. & R. Used Auto Parts Company, automobile parts; 3115 Main Street. Y-4006.  
Wood, Robert W., collection agency; 1007½ Main Street. X-1913.  
White's Tailor Shop, tailors; 2108 S. Akard Street. X-2187.

## Property Brings \$4,500 a Front Foot

What is said to have been one of the highest prices ever paid for Main Street property east of Ervay Street was recorded in the purchase of the 25x100 foot lot at the southwest corner of Main and St. Paul Streets, occupied by a two-story building. It was sold by Mrs. Florence B. F. Schneider to Charles A. Hamilton for \$112,500, or \$4,500 per front foot.

## Constitution and Open Shop Are Discussed

HARRY F. Atwood of Chicago, noted jurist and attorney of Chicago, was the speaker on Friday, Oct. 3, at a luncheon at the Adolphus Hotel, which was the first of a series of "Greater Dallas" meetings to be held by the Chamber of Commerce during the coming year in co-operation with the other civic and commercial organizations of Dallas.

A capacity house heard Mr. Atwood, in fact, several hundred could not be seated. "The Constitution and the Open Shop" was his subject. He treated the Open Shop movement as a "brilliant step toward thwarting paternalistic forms of government" and declared that the Dallas Open Shop Association, which was formed by the Chamber of Commerce in 1919, was the best he had seen in any American city.

"The Dallas Open Shop Association stands neither for closed shop, against or for the unions," he explained. "The employer is given the chance, through the Open Shop, to exercise his constitutional right, and the employee is given, likewise, right and privilege to enjoy his. In Dallas you do not tell a man that he cannot join a union, and after he has joined one he is still permitted to work in the association."

Mr. Atwood was introduced by President T. M. Cullum of the Chamber of Commerce, who presided, as president of the Constitution Anniversary Association. Mr. Atwood said that up to 25 years ago the citizenship as a whole respected the Constitution and worked for the betterment of the Government, conscious that good was accomplished only through co-operation and friendly association between the employer and the employed and the home and the government. "We older men of this generation are to be blamed for the encroachments upon the Constitution," he declared. "We have permitted it by failure to vote, or in many instances we have voted for stifling amendments. Socialism has been tried throughout the ages and has been proven a failure, yet America, too, appears to be wanting to try it. The direct primary plan is a cruel blow to the Constitution, and the referendum, the right of judicial recall and other recently adopted forms of Government are in the same class."

The Lions' Club and the Bonehead Club were the two organizations especially co-operating with the Chamber in this particular meeting. The Dallas Open Shop Association also co-operated with the Chamber in sponsoring the meeting.

John E. Morriss was elected president and Milton McConnell re-elected vice-president of the Oak Cliff-Dallas Commercial Organization at the annual meeting the past month.

## It's the AIM that Bags the Game!

Hunting business is not different from hunting birds or bears. It's not how powerful your gun is nor how many times you fire, it's how well you shoot that counts at the end of the day. ☞ The Southwest is a rich field for the business hunter with a good aim. Texas alone produces in excess of a billion dollars a year in new wealth from the soil, and almost a billion and a half when lumber and oil are considered. ☞ Johnston-built Printed Salesmen are correctly aimed to bag this market. It is a part of our business to know conditions, business possibilities and the psychology of this particular section. We aim correctly and make each shot count.

Ask for complete details of our service.

—•••••

### JOHNSTON PRINTING & ADVERTISING CO.

"Everything in Printed Salesmanship from the Idea to the Finished Product"

Johnston Graphic Arts Building—McKinney at St. Paul

DALLAS, TEXAS

**Your loans, we want them!**  
Average Interest Cost For Period of Loan less than 6%

TO BUY OR  
BUILD A  
HOME OR  
REPAY A  
MORTGAGE

**CONTINENTAL SAVINGS & BUILDING ASSN.**  
1103 Main Street—Opposite Linz Bldg. X2313.

### S. KOENIGSBERG, Inc.

SEE OUR EVENING CLOTHES

TAILORS AND IMPORTORS

1306½ Main Street

# ITA

### "MADE IN DALLAS"

Sick and Accident Insurance

Our \$50.00 Weekly Benefit: \$5,000-\$10,000 Accidental Death Policy is a prime favorite with Merchants, Manufacturers, Traveling Men, Railroad Officials, Bankers, Lawyers, Doctors. Over \$1,225,000 paid in benefits to date.

International Travelers Association, Dallas, Texas

PRICE CROSS, Pres.

BEN HAUGHTON, Sec'y-Treas.



## The Halaby Galleries

Interior Decorators

*The Best Of  
Interior  
Decorations  
For Those Who  
Appreciate  
The Better Things  
Of Life*



ASK FOR OUR HANDSOME-  
LY ILLUSTRATED BOOK ON  
INTERIOR DECORATING.



**Halaby Galleries**  
Majestic Theatre  
Building

## THE DALLAS SCHOOL OF COMMERCE

Southern Methodist University

Offers courses in both day and evening.

The following include the entire curriculum at the day and evening divisions:

Principles of Economic Theory  
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Business Administration  
Transportation and Traffic Management  
Public Utilities  
Principles of Accounting  
Accounting Practice  
Cost Accounting  
Auditing  
Income Tax Procedure  
Money and Banking  
Investments  
Corporations  
Business Law  
Marketing  
Retail Merchandising  
Advertising  
Salesmanship  
Salesmanagement  
Real Estate Methods  
Fire Insurance  
Casualty Insurance  
Life Insurance  
Statistics



Address inquiries to the Secretary  
DALLAS SCHOOL OF COMMERCE  
Southern Methodist University

# State Fair Makes Most Successful Record



THE great State Fair of Texas, held Oct. 11-26, recorded an attendance of 989,650, giving 1924 the rank of third largest attendance in the 38 years of the Fair's history. This splendid showing was made in the face of the calling off of all showings of cattle, sheep and hogs because of the hoof and mouth disease outbreak in South Texas. Also this year all records for single day attendance at the Fair were broken, with the turnstiles clicking off 209,103 admissions on the second Sunday of the exposition.

Following is the State Fair attendance since 1916, there being no Fair held in 1918 on account of the War:

1916	1,001,410
1917	912,303
1919	812,078
1920	1,023,563
1921	647,932
1922	699,165
1923	973,154
1924	989,650

Several days of the Fair, particularly the record-breaking second Sunday, proved a tax on the hotel accommodations of the city, but in accordance with a previous understanding, hotels when full referred applicants for rooms to the Chamber of Commerce, and the city took care of its visitors without serious difficulty.

Children's Day, Friday, Oct. 17, showed an attendance of 106,187, and the Dallas Railway Company maintained its perfect record of the past few years of transporting the great throngs of children without an accident.

### A Fair of Many Features

IT would be impossible to describe in detail all the features that aided in swelling the attendance. A number of stellar football classics, several prominent speakers, the automobile show, the agricultural exhibit, the remodeled Main Exhibit Building, horse racing, the poultry show, dog show and the manufacturers' exhibit might be mentioned. The Manufacturers' Association of the Chamber of Commerce, through its Exhibit Committee, consisting of Boude Storey, chairman, B. A. Evans and E. G. Martin, had charge of the manufacturers' exhibits in the Automobile and Manufacturers' Exhibit Building. It was most creditable and brought home to the public strongly the wide diversity and splendid quality of Dallas-made goods.

Bands of both the Missouri-Kansas-Texas Railroad and the Southern Pacific Railroad played at the State Fair, the latter furnishing concerts daily during the last week.

### Dallas Day at Fair

UNDER the general chairmanship of C. J. Crampton, the Chamber of Commerce had a Dallas Day Com-

mittee that largely assisted in bringing the attendance on Tuesday, Oct. 14, the day set aside by the Fair for Dallas, to 152,916, the greatest Dallas Day attendance in several years.

Among the many efficient plans used in swelling the attendance was one suggested and sponsored by the Retail Merchants' Association Advisory Board. Three prizes were offered by retailers for the greatest percentage of employees from Dallas firms attending the Fair on Dallas Day, the contest being open to any class of business. The Magnolia Petroleum Company won in Class A, concerns with 100 or more employees, the prize being a silver loving cup offered by the Arthur A. Everts Company. Volk Bros. won in Class B, firms with 50 to 100 employees, the prize being a silver vase offered by the Lang Floral & Nursery Company, and in Class C, firms with 10 to 50 employees, the Commercial Printing & Letter Service Company and S. F. Bowser & Company tied with 100%. As previously announced, a draw was arranged to determine the winner and the Commercial Printing & Letter Service Co. was the fortunate one, receiving the large banner offered by Cullum & Boren Company.

President D. L. Whittle of the Retail Merchants' Association named Frank Reedy chairman of the committee in charge of the contest, with Will R. Wilson and Arthur A. Everts as other members. Fully 150 firms with a total of 17,500 employees entered the contest. This was the first time such a contest had been attempted and some few misunderstandings occurred as to where to place the signed cards signifying attendance and when to turn them in, but on the whole the contest was successful and aided in swelling the attendance. The hearty thanks of the Chamber of Commerce and the Retail Merchants' Association are tendered to all firms taking part.

### Hale County Wins Again

HALE County added to its long list of laurels by taking first prize for the second consecutive year in county agricultural exhibits at the State Fair. The contest was against the keenest competition in the history of the exposition, 46 counties having exhibits in the new Agricultural Building. The first prize was \$350 and Hale County's score was 959.5 out of a possible 1,000 points. Floyd, an adjoining county to Hale on the Texas plains, won second prize; in fact, West Texas counties carried away the first 11 of the prizes offered and also came in for the larger part of the other prizes. Col. R. P. Smyth, Sam T. Scaling and John Boswell, secretary of the Plainview Chamber of Commerce, were in charge of the Hale County exhibit. The agricul-

tural building was one of the outstanding features of the Fair this year. Exhibitors expressed themselves as delighted with the exceptionally large number of visitors, the new building and the work of J. A. Moore, new superintendent of the building. Following is a list of the 30 counties that shared in the distribution of the \$5,000 in cash prizes:

County	Score	Award
1—Hale .....	959.5	\$350
2—Floyd .....	934.0	300
3—Randall .....	930.3	250
4—Dallam .....	926.0	200
5—Dawson .....	920.5	200
6—Wilbarger .....	920.0	200
7—Garza .....	910.5	200
8—Haskell .....	902.8	200
9—Childress .....	892.2	200
10—Potter .....	891.2	200
11—Foard .....	890.8	150
12—Anderson .....	886.0	150
13—Eastland .....	885.5	150
14—Hartley .....	884.5	150
15—Hemphill .....	881.5	150
16—Gillespie .....	876.8	150
17—Henderson .....	876.1	150
18—Lubbock .....	875.2	150
19—Crosby .....	869.7	150
20—Ellis .....	863.5	150
21—Smith .....	855.3	150
22—Baylor .....	853.7	150
23—Hill .....	848.5	150
24—Dickens .....	848.0	150
25—Oldham .....	839.3	100
26—Brown .....	832.3	100
27—San Saba .....	831.5	100
28—Harrison .....	823.5	100
29—Deaf Smith .....	810.0	100
30—Parmer .....	809.5	100

### Dallas County Clubs Win at State Fair

THE efficiency of the work of the Dallas County Agricultural and Home Demonstration Agents' departments was reflected in many winnings at the State Fair. Dallas County club boys exhibited 251 individual displays of corn, cotton, peanuts, grain sorghum, sweet potatoes, and other products, and won many prizes. In the poultry department, Dallas County club girls and boys have for the past three years won more ribbons than any other county. This year they won 26 ribbons, as follows:

Brown Leghorns: Forest Thompson, Mesquite, second pen, third cockerel; Edward Thompson, Mesquite, third pen, fourth cockerel.

White Leghorns: Earl Stults, Richardson, first cockerel, first pullet, first pen; Emory Stults, Richardson, third cockerel, second pen. Anconas: Braxton Jobson, Mesquite, fourth pullet, first pen, second cockerel.

Speckled Sussex: Bomba Curtsinger, Pleasant Grove, first pullet.

White Wyandottes: Aline Hairgrove, Mesquite, first pullet, second cockerel; Elmer Hairgrove, Mesquite, second pullet; David Tosch, Mesquite, fifth cockerel.

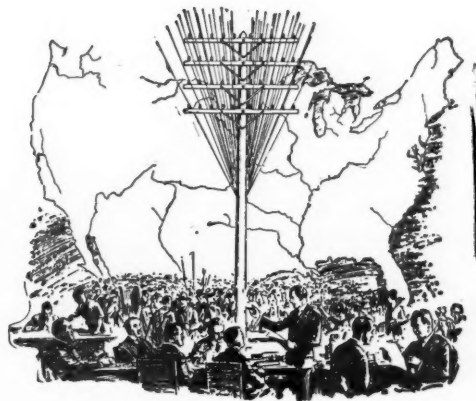
White Rocks: Pauline Brown, Farmers Branch, second cockerel; Tommy Evans, Florence Hill, first pen, third cockerel, third pullet; Burnett Evans, Florence Hill, first pullet, second pen, fourth cockerel.

Barred Rocks: Harry Wheat, Grand Prairie, second pen, fourth pullet.

Home Demonstration Club girls brought many honors to Dallas County. Among them are the following:

First Year, third in home improvement class, Miss Roma Vineyard.

Second year, first, one quart soup mixture, second in home improvement, Miss Bernice Vineyard.



## Engineering for Service

WITH the twang of a clock-spring, carried over a short stretch of wire one June day in 1875, came a discovery that was to be of incalculable value to mankind. On that day the telephone was born, and a new vocation came into being, the profession of telephone engineering.

Today, 49 years later, a host of men, successors of Bell and his single assistant, are applying their trained abilities to the complex problems of meeting the nation's demand for telephone service. They explore the unknown and adapt the known in Science. They bring the thoroughness of specialists to the tasks of construction, operation, management. Their common objective is an improved service whereby man may substitute his voice for his physical presence in distant places.

Engineered and not haphazard effort has brought the triumphs that mark advances in the convenience of the telephone. Because of this effort there is a communion of communities without which America, as we know it, could not exist.

### SOUTHWESTERN BELL TELEPHONE COMPANY

THE BELL SYSTEM IN TEXAS



UNITED FOR THE NATION'S NEED

## FIGURES DON'T LIE!

As of September 30, 1924, the Texas Employers Insurance Association shows premiums collected during its ten-year lifetime of

**\$12,448,873.13**

The same date shows that it had paid and incurred in losses during that period

**\$7,692,131.96.**

In handling this tremendous volume of premiums and losses it had used in expenses

**\$1,760,540.35.**

It had returned as dividends to its policyholders, **IN CASH**

**\$2,620,553.32.**

It had in Assets

**\$1,521,773.89**

Its Surplus as of that date was

**\$506,605.94.**

These figures clearly show the reason why the largest carrier of Workmen's Compensation Insurance in the State of Texas is the

**TEXAS  
EMPLOYERS  
INSURANCE  
ASSOCIATION**

**Home Office  
DALLAS**

Third Year, third in complete garden club exhibit, second in two quarts of vegetables, first in Dixie Relish, third in two jellies, Miss Berchie Fyke; first in mince meat, Miss Bertha Crow; first in pillow cases, Miss Ruby Miller. In woman's home demonstration club work, second in six quarts canned fruits and vegetables was won by Mrs. O. P. Fyke; the Richardson club won third in three quarts of preserves; the Carrollton club won first in collection of dried fruits and vegetables; Mrs. O. P. Fyke, Dallas, won second in jelly collection; the Richardson club won first in household conveniences; the Richardson club won first in made-over garments; the Carrollton club was first and the Richardson club third in tablecloths and napkins; the Richardson club was third in boy's suit and girl's dress and third also in complete exhibit.

## Automobile Show Seen by 750,000 People



AN idea of how the automobile grips the interest of the Southwest was given in the vast throngs visiting the automobile show in the Automobile and Manufacturers' Exhibit Building at the State Fair. Antedating by more than two months the annual national automobile shows at Chicago and New York, the Southwestern Automobile Show, as the Dallas exhibition has become known, is one of the first major showings of new models of cars.

It is estimated by J. H. Connell, executive secretary of the Dallas Automobile Dealers' Association, that fully 750,000 people inspected the show during the Fair. J. H. Shelton, president of the Dallas Automotive Dealers' Association, believes that a larger number of sales were made from the floor than at any previous State Fair.

The Show Committee of the Dallas Automotive Dealers' Association, meeting regularly with President Shelton and Executive Secretary Connell, had charge of the show and its personnel follows: Phil T. Prather, chairman; J. P. Gough, Paul A. Stevenson, W. H. Wheelan and R. C. Langley.

In addition to the cars shown in the Automobile and Manufacturers' Exhibit Building, there were several other exhibits of automobiles at the Fair.

This annual Southwestern Automobile Show is coming into wider prominence each year and does much to more firmly establish Dallas as the automobile distributing center of the Southwest. There were approximately 40 makes of automobiles shown at the Fair.

### Magnitude of Industry

THE automotive industry is the greatest single business in Dallas, it has been shown in business surveys, just as the automobile is now pre-eminent in the industry of all America. In the short period of approximately 25 years the automobile, starting at the bottom, has reached the pinnacle, and the output of cars this year is estimated at \$3,000,000,000, with its nearest competitor only about two-thirds of that amount.

Texas is a wonderful market for automobiles. In an article in the Texas Highway Bulletin, Noel K. Brown says that more than 100,000 new passenger cars were sold in Texas during the first eight months of this year. The article shows that of the 112,375 new cars registered by the State Highway Department during the first eight months the various makes were represented as follows, alphabetical order being used: Buick, 3,633; Cadillac, 346; Chevrolet, 8,004; Chrysler, 260; Dodge, 5,393; Durant, 207; Essex, 609; Ford, 78,859; Franklin, 111; Hudson, 601; Hupp, 665; Maxwell, 533; Moon, 227; Nash, 938; Oakland, 402; Olds, 406; Overland, 3,507; Packard, 232; Peerless, 92; Reo, 166; Star, 2,533; Studebaker, 2,382; Willys-Knight, 636; miscellaneous, 1,633. He estimates Texas will buy 172,000 new cars and trucks during the entire new year.

### Texas Expend \$436,000,000 Yearly

IT is interesting to consider the total investment in motor vehicles in Texas," the article by Mr. Brown states. "Multiply the number of motor trucks and cars registered in Texas up to Sept. 1 (700,000) by some reasonable figure representing the average value, say \$600. The result is \$420,000,000, and this is a conservative estimate of the value of the motor vehicles being operated in Texas.

"The value of this year's sales of cars and trucks calculated by the same method will reach a total, by the close of the year, of not less than \$100,000,000. The average cost of operating the 700,000 and more automobiles and trucks in Texas, including gasoline and repair bills, is probably \$40 a month. So that their sheer operation calls for an expenditure of \$336,000,000 during a single year. This amount, added to the \$100,000,000 expended for new cars and trucks, gives you an idea of the amount that will be spent in Texas this year for motor vehicles and their operation. The total is \$436,000,000, a figure that is almost staggering.

Some authorities say that Mr. Brown's estimate of the average monthly upkeep of a car is too high, but it would not be so much out of line if depreciation were added. The annual license and the taxes on cars also would contribute in this connection.

The Executive Committee of the West Texas Chamber of Commerce, headed by President C. C. Walsh of San Angelo, were guests of the State Fair Thursday afternoon, Oct. 16. They were highly pleased with the Fair as a whole and particularly with the new Agricultural Building. The West Texas Chamber of Commerce has been largely responsible for the great number of agricultural exhibits from West Texas counties the past few years.

To get a proper idea of Eternity, try paying for a thousand dollar automobile on the installment plan.

—Team Spirit.

## Dallas Leader in Gain in Realty Values

**A** MOST interesting survey of real estate conditions prevailing in the larger cities of Texas was a feature of the annual convention of the Texas Association of Real Estate Boards, held in Dallas last month. The following is a digest of the reports made by representatives of the cities named:

What is the value per front foot for business property 100 feet deep in the center of your highest-priced block? Beaumont \$1,250, El Paso \$3,000, Galveston \$1,500, Fort Worth \$3,500, Houston \$6,000, San Antonio \$3,500, Dallas \$8,000, Corpus Christi \$1,000, Austin \$1,000.

What was the value per front foot of this same property in 1920, 1910 and 1900? Beaumont, 1920, \$1,000; 1910, \$600; 1900, \$100. El Paso, 1920, \$3,000; 1910, \$2,000; 1900, \$1,500. Galveston, 1920, \$1,500; 1910, \$1,000; 1900, \$500. Fort Worth, 1920, \$3,500; 1910, \$2,500; 1900, \$500. Houston, 1920, \$6,000; 1910, \$4,000; 1900, \$3,000. San Antonio, 1920, \$2,750; 1910, \$1,500; 1900, \$350. Dallas, 1920, \$8,000; 1910, \$4,000; 1900, \$250. Corpus Christi, 1920, \$750; 1910, \$500; 1900, \$500. Austin, 1920, \$800; 1910, \$500; 1900, \$250.

What will a one-story storeroom, size 25x100, without basement, in the center of your highest-priced block rent for? Beaumont \$450, El Paso \$650, Galveston \$400, Fort Worth \$800, Houston \$1,000, San Antonio \$800, Dallas \$1,350, Corpus Christi \$250, Austin \$300.

What is the rate of rental per square foot per year asked at this time for large fireproof warehouse with trackage? Beaumont 20c per square foot, El Paso 30c, Fort Worth 20c, Houston 25c to 35c, San Antonio 25c, Dallas 30c, Corpus Christi 15c, Austin 10c.

What is the rate of rental per square foot per year asked at this time for office space in your best office buildings? Beaumont \$2.00 to \$2.10, El Paso \$1.50, Galveston \$1.00 to \$1.50, Fort Worth \$2.00 to \$2.50, Houston \$1.92 to \$2.40, San Antonio \$1.80 to \$2.25, Dallas \$2.25 to \$3.00, Corpus Christi \$1.44, Austin \$1.50.

### Fort Worth Man President

**E**DWIN H. Eshleman of Ft. Worth was elected president of the association and Galveston was chosen as the 1925 meeting place. W. A. Thomas of Dallas was re-elected second vice-president. About 250 were in attendance. J. W. (Pat) Murphy was general chairman of the committee of the Dallas Real Estate Board in charge of arrangements.

Among measures indorsed by the convention were the passage of an enabling act by the Legislature which would authorize Texas cities to adopt zoning laws; amendment of the homestead exemption provision of the Constitution to fix the maximum value of a homestead exemption at \$15,000 and striking out the prohibition against mortgaging. The association went on record emphatically as favoring adoption of a State licensing law for realtors, as already has been done in eighteen States.

## The RED BALL STAGE LINES

*"Originators of Bus Transportation in the Heart of the Great Southwest"*



**W**ITH routes radiating from Dallas in every direction giving safe, rapid and economical transportation 24 hours a day the RED BALL BUS LINES are the logical means of travel.

### INTERURBAN BUS LINES 700-702 Commerce St. X-2015 DALLAS to DENTON, GARZA, GAINESVILLE

Dallas to Denton (Fare \$1.00), round trip \$1.75. Gainesville (Fare \$2.50), round trip \$4.00, and intermediate points with connections to McKinney, Whitesboro, Frisco and Fort Worth. Dallas to Sherman \$2.25, via Cleburne, Frisco, Prosper and Gunter, with connections to Whitesboro, Bonham and Greenville.

### V. J. SHRADER BUS LINES 105 So. X-2085 Market St. X-1657

### DALLAS to CLEBURNE-ATHENS

Dallas to Cleburne (Fare \$1.60) and intermediate points with connections to Waxahachie, Mansfield, Britton, Hillsboro and Waco. Dallas to Athens (\$2.50) and intermediate points with connections to Palestine, Tyler, Corsicana and Jacksonville.

### H. E. ENGLISH BUS LINES 614 Commerce St. X-5605

### DALLAS TO GREENVILLE

Dallas to Greenville (Fare \$2.00) and intermediate points with connections to Paris, Sulphur Springs, Terrell, McKinney, Denison, Wolfe City, Bonham, Mineral Wells.

### FORT WORTH LINES 614 Commerce St. X-5605 X-6917

Dallas to Fort Worth (Fare 75c) and intermediate points with connections to Waco, Waxahachie, Breckenridge, Wichita Falls, Denton, Brownwood and Mineral Wells. Cars leave every 15 minutes.





## Keeping up with busy Dallas

Larry Gardner, long one of the greatest infielders in the major leagues and, up to this year, a regular on the infield of the Cleveland club, has been released to Dallas and will be the playing manager of the Steers the coming season. With Gardner comes the word from Tris Speaker that the Cleveland manager will do all in his power to help Gardner make a winning combination at Dallas with player aid.

\*\*\*

G. B. Straughn has been elected president of the Dallas Technical Club, and J. D. Fowler has been re-elected secretary-treasurer.

\*\*\*

J. Raymond Prohaska of San Francisco has been added to the staff of the Southwestern Advertising Company. He is an advertising illustrator. Mr. Prohaska is the second illustrator brought to Dallas from the Pacific Coast this year by the company, J. C. Phelps joining the art staff early in the year.

\*\*\*

The Dallas Flyers' Club has been organized with Capt. B. B. Bowen, president, and Capt. Jack L. Freeze, secretary. The membership is made up of aviators and the club proposes to advance the standing of Dallas as an aviation center along various lines.

\*\*\*

The Dallas County Beekeepers' Association elected the following new officers the past month: W. A. Price, president; William L. Peacock, secretary.

\*\*\*

Dr. R. A. Hunt has been elected president of the Dallas Pastors' Association, with Dr. W. W. Phares, secretary.

\*\*\*

B. A. Evans, manager of the National Casket Company, has been elected president of the Dallas Manufacturers' Association of the Chamber of Commerce to serve out the unexpired term of B. R. Neal, who was forced to resign because of the press of other affairs.

\*\*\*

E. D. Winslow has been named assistant to the vice-president of the Missouri-Kansas-Texas Railroad.

\*\*\*

E. L. Dalton, former city engineer, was elected president of the American Association of Municipal Improvements at the annual convention in Boston last month.

\*\*\*

Daniel Upthegrove was re-elected president of the Dallas Union Terminal Railway and Union Depot Companies at the annual meeting last month.

The Mercantile Bank & Trust Company, R. L. Thornton, president, celebrated its eighth anniversary last month with a banquet to all its officers and employees. Addresses were made by Mr. Thornton, Vice-President L. O. Daniel and Vice-President W. M. Holland.

\*\*\*

Hal Worth has been named manager of the Ritz ballroom.

\*\*\*

W. R. Snyder has been elected president of the Dallas Georgia Tech Club.

\*\*\*

Artie Compton, formerly assistant manager of the Oriental Hotel, has become manager of the Raleigh Hotel at Waco.

\*\*\*

More than 1,000 people from Dallas and Denton Counties were guests of the Callahan Construction Company at a barbecue October 4 at Garza held in connection with the formal breaking of dirt on the new \$5,000,000 water reservoir of Dallas. Mayor Louis Blaylock turned the first spade of earth. The Callahan Construction Company is the contractor for the big project.

\*\*\*

Ned Depinet of Dallas has been named sales manager for the entire Southern division of the Universal Pictures Corporation and will have his headquarters in New York.

\*\*\*

Wurtem D. Jones, president of the Dallas Real Estate Board, has been elected president of the Presidents' Club, comprised of the presidents of various business men's organizations. He succeeds Frank E. Moran. George R. Angell, president of the Bonehead Club, was elected vice-president, and Paul T. McMahon, president of the Junior Chamber of Commerce, was elected secretary-treasurer.

\*\*\*

The new \$100,000 home of the Dallas Odd Fellows at Young and Pearl Streets was formally opened last month.

\*\*\*

F. R. Spencer of Chicago has been added to the Dallas Y. M. C. A. staff as assistant secretary of the Dallas Street and Newsboys' Club.

\*\*\*

Henry Greve has been elected president of the Associated Florists of Dallas, with Robert Lang, secretary-treasurer, and the following directors: O. A. Monk, Otto Lang, Harry Thomas and Fred Pinn. The organization will co-operate with the Dallas Woman's Forum in the State Flower Show to be held here in November under the auspices of that organization.

\*\*\*

John M. Lowery, of Dallas, was elected president of the State Tax Collectors' Association at the annual meeting here the past month. C. G. Hickox, of Dallas, was named vice-president of the State Tax Assessors' Association, holding a joint meeting with the Collectors.

\*\*\*

Celebrating the thirtieth anniversary of continuous service by A. Trotter for the Dallas Railway Company, and honoring other veteran employees, officials of the company gave a banquet on October 9.

\*\*\*

The Dallas Insurance Underwriters Exchange has effected a permanent organization with R. W. Thompson as president; James L. Hanway, vice-president, and Evans Keeling, secretary-treasurer.

\*\*\*

Percy Davis, secretary of the Republic Trust & Savings Bank, has been named City Treasurer for the coming year, succeeding F. F. Florence, vice-president of the same bank. The bid of the bank was 3.55% interest on the cash balance of the City.

\*\*\*

J. E. Lee has been elected to membership on the board of directors of the Dallas Athletic Club and named chairman of the house committee. It is expected that the 13-story Dallas Athletic Club will be ready for occupancy next spring.



Many conveniences for motor bus passengers are provided at the new Red Ball Union Bus Terminal on Commerce Street. The Terminal Building permits passengers to board the busses under shelter. The building is equipped with a restaurant, waiting room and rest room. Bus lines starting from this terminal radiate in every direction from this city.

## CLASSIFIED ADVERTISING SECTION

**Schoolar, Bird & Company**

C. H. Schoolar, C. P. A., President  
George H. Bird, Secretary & Treasurer

Established in the Southwest  
Seventeen Years

AUDITS :: SYSTEMS  
FEDERAL TAX SPECIALISTS

Western Indemnity Building  
Dallas, Texas

**DIRECT BY MAIL  
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Printing, Multigraphing, Filling-in,  
Addressing, Mailing, Mimeographing.

**RILEY LETTER SHOP**  
516 Mercantile Bank Bldg.  
Y-5762

**NEED NOT WORRY**

A couple were recently married. The ceremony over, the wife began weeping copiously. "What's the matter?" asked the new husband. "I—I never told you that I don't know how to cook," sobbed the bride. "Don't fret," said he, "I'll not have anything to cook; I'm an editor."—Judge.

**Mexico's Oil Resources**

It is estimated that if all of Mexico's producing oil wells had been permitted to flow at their maximum during 1919, the resulting production would have been about 32,000,000 barrels more than the actual production of the entire world in 1918. Because storage, refining and transportation facilities are inadequate, the actual production is small each year as compared with the potential production.

**Form Izaak Walton League  
for Texas**

The Texas Division of the Izaak Walton League of America was formed at a State-wide meeting in the Chamber of Commerce building here last month and plans were laid for a State-wide membership campaign. A. G. Chaney, president of the Dallas Chapter of the league, which will be known as the "William Greene Sterett Chapter," presided. T. E. Hubby of Waco was elected president of the State-wide body and J. Frank Elder of Waco, secretary-treasurer. Ray Shelton of Dallas was elected second vice-president. There are 30 chapters of the League already formed in Texas. Its general purpose is the conservation of fish and game of Texas, including the restoration, as far as can be, of the outdoor America of the past.

**ARMATURE WORKS****Couch Armature Works  
Electric Motor Specialists**

Rewind, Rebuild and Repair  
Power Motors and Generators  
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SADLER, CHRESTMAN  
& BRUNDIDGE**

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Specialties—  
Corporation, Insurance, Machinery and  
Real Estate Practice.

**BLUE PRINTS****SOUTHWESTERN  
BLUE PRINT CO.**

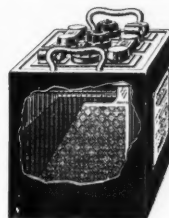
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DALLAS, TEXAS.

**BANKS****A Complete Banking  
and Trust Service**

THE REPUBLIC  
NATIONAL BANK  
REPUBLIC TRUST &  
SAVINGS BANK



Recently completed warehouse of the W. A. Browning Machinery Co. The main warehouse is 50x300 ft. while the warehouse shown to the right is 50x100 ft. The building contains 40,000 square feet of floor space. The W. A. Browning Machinery Co. is the largest exclusive contractors' equipment concern in the State.

**BATTERIES**

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Phone  
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Philco Battery Sales-Service Co.  
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**HENRY NUSS  
BOOK BINDER  
and  
PAPER RULER**

Loose Leaf and Binders

1517½ Main, 3rd floor, Dallas

**BUILDERS****McCRIGHT CONSTRUCTION  
COMPANY**  
Incorporated  
General Contracting

402 Andrews Bldg. X 3533  
Dallas, Texas

**COMMERCIAL PHOTOGRAPHERS****RAYMOND STUDIO**

Commercial Photography

2108 McKinney Ave. Phone Y-5171  
We photograph anything anytime  
HARRY BENNETT, Prop.

**FRANK ROGERS**

Photographs for All Purposes  
New Location Better Able to Serve  
1304 Elm Phones X4619; X6321

**CONTRACTORS****W. E. CALLAHAN CON-  
STRUCTION CO.**

W. E. Callahan, President E. S. Heyser, Vice-President  
H. L. Johnson, Sec'y-Treas.  
General Office, 707-S-9 Kirby Bldg.  
Dallas, Texas  
Drainage, Irrigation, Railroad, Levee

## CLASSIFIED ADVERTISING SECTION

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(Con't.)**SMITH BROS., INC.**

General Contractors

1502 American Exchange  
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DALLAS, TEXAS

**Hill, Wilson & Watson**

GENERAL CONTRACTORS

610 North Texas Bldg. X-2821  
Highways, Pavement, Excavation

## EMPLOYERS



Mr. Employer: Call us when in need of a  
Stenographer or Bookkeeper. Thanks. Phone  
Y-2640; Commerce and Prather Streets.

## ENGINEERS

**MYERS & NOYES**

CONSULTING CIVIL ENGINEERS

1107 Mercantile Bank Bldg.

DALLAS, TEXAS

Surveys, Investigations and Reports

## ENGRAVERS



## FIXTURES

**THE STANDARD FIXTURE  
COMPANY**

2308 S. Ervay Street

WINDOW DISPLAY  
FIXTURES

Made in Dallas

Large stock for immediate delivery  
Beautiful designs for selection

## HOUSE MOVING

Office Yard-Residence Phone H-5706

**C. Hansen & Son  
Practical**

Housemovers, Raisers & Shorers, Brick  
or Frame Buildings Raised, Moved or  
Straightened

## FURNITURE REPAIRING

**BOHME'S**Furniture Refinishing  
And Upholstering Shop

O. P. BOHME, Prop.

Phone H-7020 3121 Ross

**Refinishing** DeVilbiss Air Brush  
System . . . . .  
Assuring High Class Factory Finish

**Upholstering** Competent . . .  
Workmanship . . .  
Wonderful New Lines of Tapestry  
and Velours—Representing FOUR Dif-  
ferent Mills.

**Cabinet** Work and Repair Depart-  
ment . . . . .  
In Charge of Skilled Mechanic.  
REFERENCE—Hart Furniture Com-  
pany, Howell Furniture Company and  
any of our Loyal Customers.

## INSURANCE

**Hanway & Williams**

INSURANCE IN ALL ITS BRANCHES

203 Central Bank Bldg.

Telephone X-3822

Members of Dallas Chamber of Commerce



**Kirkpatrick-Thompson Co.**  
Paul R. W. (Bob)

Insurance of All Kinds  
Surety Bonds

Standard Stock Companies Only

Phone Us X-7184  
604-10 Praetorian Bldg.

**MAXSON & BELT**

General Agents

Norwich Union Indemnity Co.

INSURANCE ALL KINDS

Y-1113; Y-1114 711 Kirby Bldg

## LUMBER

**Materials  
Clem Lumber Co.  
Building**  
Y6348

## MULTIGRAPHING

**DALLAS MAILING CO.**

Over 1916-18 Main St.

X-4826

Dallas, Texas

"12 Years of Better Letters"

## OFFICE SUPPLIES

Adding Machine Rolls—"Premium"  
\$1.00 a dozen  
\$7.22 a 100 rolls  
Steno. Note Books, a gross, \$7.22  
for either pen or ink

MARTIN STATIONERY CO.  
110-112 S. Poydras St.

## OPTICIANS

**KRYPTOK  
GLASSES**  
**HEITMAN OPTICAL CO.**  
**OPTOMETRISTS**  
1602 MAIN ST. DALLAS

## PRINTERS

**STEVENSON  
PRINTING COMPANY**  
PHONE Y4436 PRINTING ENGRAVING EMBOSSEING MAIN ST 1811 1/2

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We specialize in high class  
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Suite 305, S. W. Life Bldg.

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REALTOR

Business and Industrial  
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818 Kirby Bldg. X-7675

## Big Dental Convention Under Way

As this issue of "Dallas" reaches its readers, our city is being honored by the 66th annual convention of the American Dental Association, Nov. 10-14. It is one of the largest and most important conventions that has ever come to the Southwest, and it numbers delegates from throughout the entire world. The Dallas County Dental Association is to be highly complimented upon the way they have handled arrangements for the convention, through their Convention Committee, Dr. A. L. Frew, chairman. The Convention Department of the Chamber of Commerce has had considerable work the past few months in placing the vast number of delegates in the hotels throughout the city, as the downtown hotels were reserved to capacity several weeks ago.

## Texas Pigs Again Smash World's Record

The Texas Panhandle's grain sorghum crops and climatic conditions, combined with purebred stock and efficiency in methods, have brought to Texas the honor of smashing another world's record in pork production. A litter of 14 Poland China pigs, raised by Elgar F. Laird of Amarillo, weighed 4,291 pounds in 180 days. The cost of the 180 days' feed, bedding and oil was \$202.44. The record is 392.5 pounds beyond the record made last year at Waco, and which itself was a winner in the national contest. The winning of this contest two years in succession by Texas, and this by two widely distant sections of the State, is indeed a strong tribute to Texas' facilities for economical pork production.

The mechanically operated relief map of the Northern Hemisphere, displayed in the Main Exhibit Building at the State Fair this year by the Galveston Maritime Association, has been tendered to the Dallas Board of Education by I. D. McMaster, secretary of the Galveston Chamber of Commerce. It is 40 feet long and 7½ feet wide.

R. R. Walker, agricultural agent for the M.-K.-T. Railway, was elected secretary of the Southwestern Railway Development Association at the convention here last month.

Dr. Frank H. Anthony, of Dallas, was elected president of the Texas State Homeopathic Medical Society, at the annual convention here last month. The convention will be held in Dallas again next year during the State Fair.

### THE DALLAS MORNING NEWS

The oldest newspaper in Dallas and the leading paper in Texas. To those not familiar with Dallas, it will convey, as a mirror, a true reflection of the city.

A sample copy will be sent free to anyone on receipt of request.

## CLASSIFIED ADVERTISING SECTION

### RUBBER STAMPS

**FRED L. LAKE & CO., Inc.**  
**RUBBER STAMPS**



**STENCILS--SEALS**  
 1015 Elm St., Dallas

### SHEET METAL



Skylights,  
Sheet Metal  
Contractors  
Y 3532.

**Smith & Rawlings**

*Specify* **ATLAS**  
**Metal Goods**

Quality, price and service always right. Garages, Metal Buildings, Corrugated Roofing, Trash Cans, Incinerators, Culverts, Tanks, Rock and Brick Facing and special built metal work.

**Atlas Metal Works-Dallas**

### ELECTRIC SIGNS

**TEXTLITE**  
**ELECTRIC SIGNS**  
**"Made in Dallas"**

None better made any other place.

**A. G. (Bert) Chaney, Pres.**  
**J. C. Pickett, Gen'l Mgr.**

Phone Y-3796 for representative to call.

James W. Day has been named manager of the used car department of J. H. Shelton Company, recently opened at 2509 Main Street.

Dr. J. B. Franklin has resigned as superintendent of Baylor Hospital, effective December 31.

### TIRES

**Balloon and Regular Cords**  
 in All Sizes

**MILLER  
 GOODRICH  
 SEIBERLING**

Call on us for Tires and Tubes  
 and get best service

Mobiloids, Sinclair, Amalie  
 Best Gasoline

Thanks to You

**Lone Star  
 Service Station**

Y-1155

1208 Commerce

## Ask Us About Balloon Tires

PHONE  
**Y 4300  
 2020**

For Prices.  
 We Deliver.  
 Goodyear, Diamond  
 None Better.

**Expert Repairing  
 Safety Tire Co.**  
 1800-2 Young St.



### TOWEL SUPPLIES

**CANNON BALL TOWEL SUPPLY  
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2009 Orange St.

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Everything furnished in the  
 Towel Supply Line

SERVICE UNEXCELLED

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John Schwarz Phone X-5709  
**DALLAS TYPEWRITER &  
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Woodstock and Oliver Typewriter  
 Agency

We sell and exchange Typewriters of  
 all makes. 204 Lane Street



**W**ITHIN the last ninety days four owners of large Dallas industries who have heretofore produced their own power have recognized the superior reliability and economy of central station service. As a result they have dismantled their own power plants which represent a combined total capacity of 1060 horse power and have contracted for long periods to purchase their power requirements from Dallas Power & Light Company

**Dallas  
Power & Light Company**

**X-4151  
INTERURBAN BUILDING**

### Christian Science Monitor Honors Dallas

The Christian Science Monitor, published daily at Boston, Mass., with a tremendous world-wide circulation, devoted a special 14-page section on Oct. 11 to Texas. Dallas was given a generous display, with a story about the State Fair on the front page, and two additional pages devoted exclusively to the city. A view of the Dallas skyline was carried. The Dallas Chamber of Commerce assisted in furnishing photographs and data on the city for use in the various articles. Several articles appeared in the issue touching on the growing tendency to shift the cotton manufacturing center from New England to the South and Southwest. The issue should be of tremendous value to Texas and Dallas, and it is highly appreciated by all affected.

### Bank Deposits and Resources Show Big Gain

Total resources and deposits in Dallas' fourteen banks reflect the splendid business conditions of the city and trade territory. On the call of Oct. 10 the total resources were \$164,371,980, a gain of \$26,744,521 over the call of Sep. 14, 1923, and \$30,804,065 greater than on the call of June 30, 1924.

Total deposits on the call of Oct. 10 were \$139,077,323, a gain of \$30,133,701 over the call of Sept. 14, 1923, and \$30,982,721 greater than on June 30, 1924.

### Form Retailers' Council

Permanent organization of the State Council of Retailers was formed at a meeting in the Dallas Chamber of Commerce Auditorium last month, with W. H. Wray and F. E. Morris, both of Dallas, elected president and secretary respectively. Mr. Wray is president of the Texas Retail Furniture Dealers' Association. Those present were officials of various State-wide retail merchants' organizations. The purpose of the council is the fostering of good will and rendering of better service between the retailers and the general public. Another meeting is to be held soon, when a constitution and by-laws will be adopted.

### George B. Dealey Honored

George B. Dealey, president and general manager of the A. H. Belo publications, which are the Dallas Morning News, the Dallas Journal, the Semi-Weekly Farm News and the Texas Almanac, completed last month fifty years of continuous service with the organization. The more than 300 officials or employees of the organization paid tribute to the occasion with a banquet at the Adolphus Hotel. Mr. Dealey began his work with the company as an office boy at the age of 14, on the Galveston News, formerly a Belo publication. Mr. Dealey was presented with a watch and a bound volume containing a summary of his connection with the company, signed by all the employees.

WE are proud to be one of the many who have made our "Beautiful Dallas" of today. Reliance Products are in evidence in every section of the city.

FACE BRICE (*All Colors and Textures*)      COMMON BRICK

HOLLOW BUILDING TILE

*Large Local Stocks*



## **The Reliance Brick Company of Texas**

HEADQUARTERS SECOND FLOOR SOUTHWESTERN LIFE BUILDING  
Dallas, Texas

*Visit our display room, or let us show you some of our hundreds of jobs in the city*  
OFFICES, ALL PRINCIPLE CITIES IN SOUTHWEST

## *To the Patrons of the Sheet Metal Industry:*

The object of this article is to set forth the necessity of giving a little time to the selection of your SHEET METAL WORK, since this line must form the most vital part of your building operation; that is, to guard against rain and storm.

Sheets of Old Style Tin, Galvanized Iron, Zinc or Copper, of grades intended for building purposes, will last longer than many of the other building materials entering into the construction of the building.

On the other hand, there are sheets of all of these Metals that are wholly unsuited for this work and are lower in price than better grades.

Wasters from the mills supply the dealer that is constantly calling for cheaper materials. Dealers supplying these sheets, in most cases, do not know that they were never intended for permanent building construction.

The organization responsible for this article is anxious that the architect and prospective builder that want the best in Sheet Metal, shall have it without reference to any certain manufacturer's product or suggestion to trade with any particular shop or mechanic.

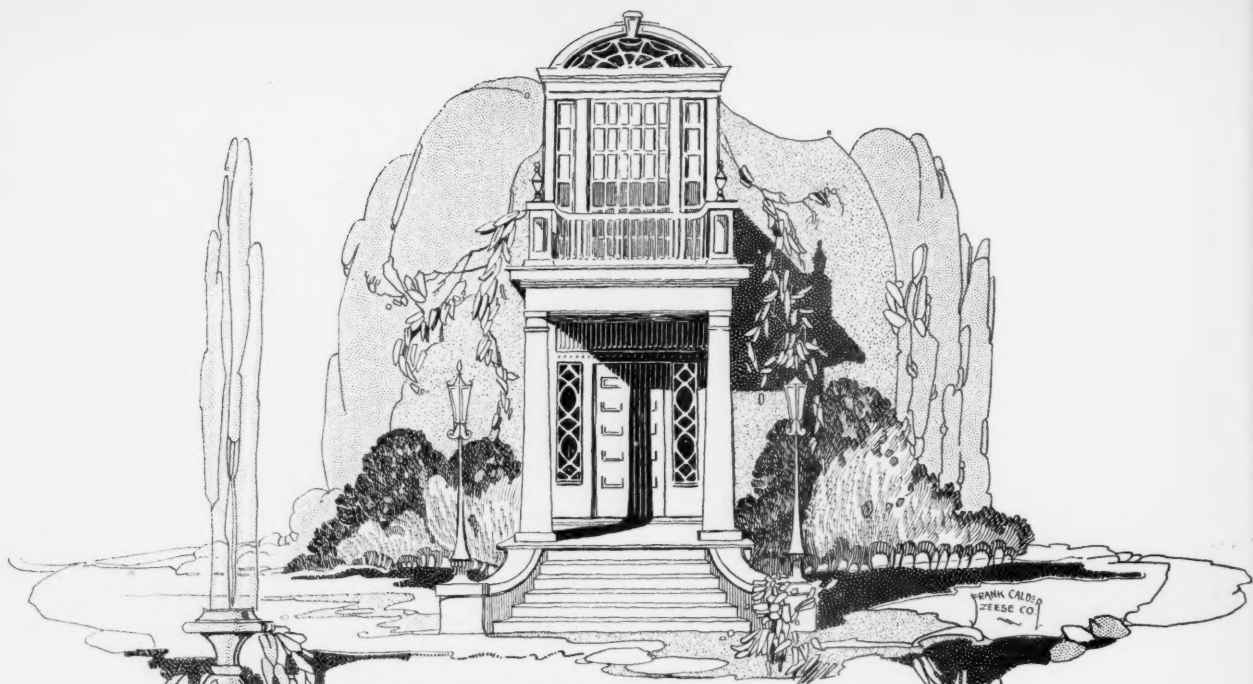
The ASSOCIATED SHEET METAL CONTRACTORS OF DALLAS or any member will be pleased to give you a line on the better materials.

Skilled workmen under an honest Sheet Metal Contractor will give you Sheet Metal Work that will satisfy.

For the best—EVERY MAN TO HIS TRADE.

## **DALLAS SHEET METAL CONTRACTORS ASSOCIATION**

(Does my Sheet Metal Contractor belong to this organization?)



## HIGHLAND PARK WEST

1400 ACRES OF PROTECTED PROPERTY

**T**HE element of time enters into all worthwhile accomplishments. Visions can not become realities without practical endeavor—gradual upbuilding—a steadfast adherence to a settled, conservative policy. Highland Park is the result of a decade of earnest effort—culminating in Highland Park West, which has been planned—and will become—the most beautiful residence section of the entire South.

FLIPPEN-PRATHER REALTY CO.

OWNERS-AGENTS



DEVELOPERS

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3